

# 2006-07 Advertising Rates & Mechanicals

## ADVERTISING RATES\*

|                     |         |                    |       |
|---------------------|---------|--------------------|-------|
| Back Cover:         | \$1,000 | Split Page         | \$500 |
| Inside Front Cover: | \$950   | 2/3 Page           | \$475 |
| Inside Back Cover:  | \$900   | 1/2 Page (H or V)  | \$360 |
| Page One            | \$850   | 1/3 Page (Sq or V) | \$240 |
| Page Two            | \$800   | 1/4 Page           | \$180 |
| Page Three          | \$750   | 1/6 Page (H or V)  | \$120 |
| Full Page           | \$720   | 1/12 Page:         | \$60  |

\* Prices subject to change with 90 days prior notice.

## PUBLISHER POLICIES

- All advertising is subject to Publisher's approval and agreement by the advertiser and agency to indemnify and protect the Publisher from and against any claims, loss, liability or expense, including reasonable attorney's fees, arising out of publication of such advertisement.
- All advertisements must be clearly identified with the trademark and/or signature of the advertiser.
- Simulation of the publication's format is not permitted and the Publisher reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial pages.
- The Publisher reserves the right to reject any advertising or to request changes in copy not consistent with policy, including direct or indirect reference to race, creed, color, age, gender, sexual orientation, or disability as conditions of receipt of a good or service.
- Cancellations are not accepted after space closing date. Payments must be made to Children's Rights Council within 30 days of publication release.

## DEADLINES

|                        |                                   |
|------------------------|-----------------------------------|
| 2007 Publication Date: | August 31, 2007                   |
| 2006 Publication Date: | August 31, 2006                   |
| Space Reservations:    | 60 days prior to publication date |
| Digital-Ready Art:     | 30 days prior to publication date |

## Size Specifications

|                      |                  |                      |                 |
|----------------------|------------------|----------------------|-----------------|
| Trim Size:           | 8.125" x 10.875" | 1/3 Page Square:     | 4.625" x 4.75"  |
| Full Page Bleed:     | 8.375" x 11.125" | 1/3 Page Vertical:   | 2.25" x 9.875"  |
| Full Page:           | 7.0" x 9.875"    | 1/4 Vertical:        | 3.375" x 4.75"  |
| Split Page:          | 3.375" x 9.875"  | 1/6 Page Horizontal: | 4.625" x 2.375" |
| 2/3 Page:            | 4.625" x 9.875"  | 1/6 Page Vertical:   | 2.25" x 4.75"   |
| 1/2 Page Horizontal: | 7.0" x 4.75"     | 1/8 Horizontal:      | 3.375" x 2.375" |
| 1/2 Page Vertical:   | 4.625" x 7.375"  | 1/12 Page Vertical:  | 2.25" x 2.375"  |

