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Advertising Rates New format in 2018

FREQUENCY DISCOUNTS

<u>Size & Location</u>	<u>OPEN*</u>	<u>3 X</u>	<u>6 X</u>	<u>12 X</u>
Full Page	\$1,100	\$800	\$750	\$725
Half Page	\$625	\$470	\$445	\$420
Quarter Page	\$375	\$280	\$260	\$240
Eighth Page	\$210	\$175	\$155	\$135

- Above rates are for one magazine issue and are net, non-commissionable
- * Only the open rate is commissionable
- * Add 15% for back cover, add 10% for premium position

Ad space reservation DEADLINE

10th of the month

Artwork & news DEADLINE

15th of the month



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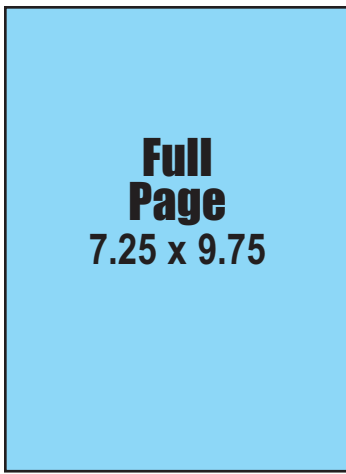
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email at SWFhappenings@earthlink.net

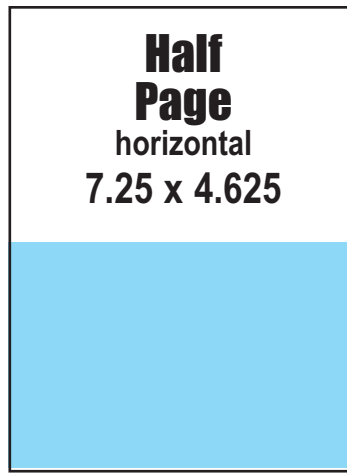
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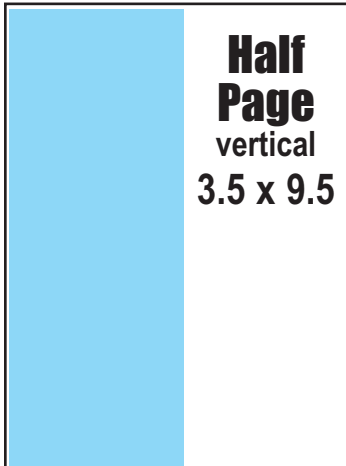
Choose from EIGHT different ad sizes



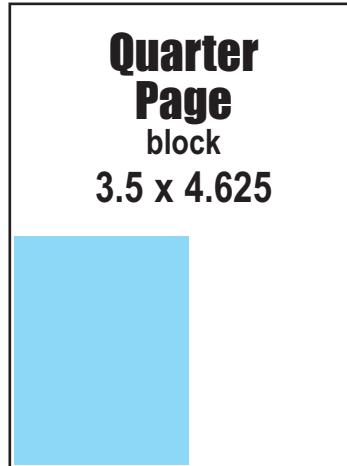
Full Page
 7.25 x 9.75



Half Page
 horizontal
 7.25 x 4.625



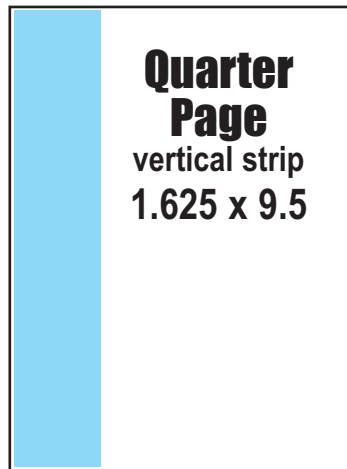
Half Page
 vertical
 3.5 x 9.5



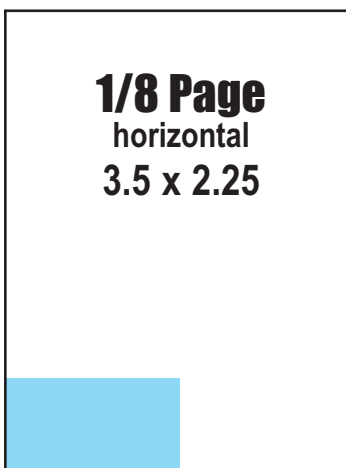
Quarter Page
 block
 3.5 x 4.625



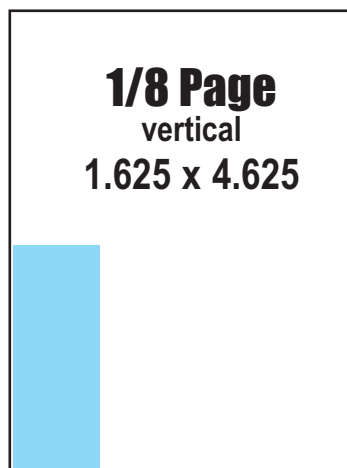
Quarter Page
 horizontal strip
 7.25 x 2.225



Quarter Page
 vertical strip
 1.625 x 9.5



1/8 Page
 horizontal
 3.5 x 2.25



1/8 Page
 vertical
 1.625 x 4.625

<u>SIZE</u>	<u>WIDTH X HEIGHT</u>
Full page	7.25" X 9.75"
1/2 page (horizontal)	7.25" x 4.625"
1/2 page (vertical)	3.5" x 9.5"
1/4 page (block)	3.5" x 4.625"
1/4 page (horizontal strip)	7.25" x 2.225"
1/4 page (vertical strip)	1.625" x 9.5"
1/8 page (horizontal)	3.5" x 2.25"
1/8 page (vertical)	1.625" x 4.625"

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10th of the month
 prior to publication

Ad artwork DEADLINE

15th of the month
 prior to publication

Call 239-278-5236

swfhappenings@earthlink.net

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