

2010
RATE CARD

SEMINOLE magazine

Ad Size & Specs.	Frequency & Rates			
	1x	2x	3x	4x
Full-Page 8-1/4 x 10-7/8 is trim size 8-1/2 x 11-1/8 is bleed size	2,430	2,140	1,995	1,800
2/3 Vertical (4-1/2 x 9-7/8)	2,125	1,872	1,743	1,592
1/2 Vertical (3-3/8 x 9-7/8)	1,924	1,646	1,578	1,442
1/2 Horizontal (7-1/8 x 4-3/4)	1,570	1,518	1,288	1,150
1/3 Vertical (2-1/8 x 9-7/8)	1,385	1,217	1,136	1,035
1/3 Horizontal (4-1/2 x 4-3/4)	1,175	1,040	965	880
1/4 Page (3-3/8 x 4-3/4)	1,010	887	828	725
1/6 Page (H or V) (4-1/2 x 2-1/4 or 2-1/8 x 4-3/4)	721	634	592	535
1/8 Page (3-3/8 x 2-1/4)	587	516	480	435
Back Cover 8-1/4 x 10-7/8 is trim size 8-1/2 x 11-1/8 is bleed size	3,375	2,970	2,770	2,500
Inside Front Cover 8-1/4 x 10-7/8 is trim size 8-1/2 x 11-1/8 is bleed size	3,050	2,610	2,500	2,200
Inside Back Cover 8-1/4 x 10-7/8 is trim size 8-1/2 x 11-1/8 is bleed size	2,720	2,392	2,230	2,040
2 Full Pages (Each) (Double-truck ads are printed side by side.)	2,170	1,900	1,780	1,625
2 Half Pages (Each) (Double-truck ads are printed side by side.)	1,350	1,190	1,108	1,015

All pricing is for 4-color ads.

SEASON
SUMMER
FALL
WINTER
SPRING

ISSUE & AD CLOSE DATE

May (ad close April 8th)
August (ad close July 8th)
November (ad close October 7th)
February (ad close January 9th)

PRE-PAY SPECIALS

Pay in full in advance of each issue and save 5%.
Pay in full in advance for all 4 issues and save 10%.

Reserve Your Position Now!
407.788.5159

AD SIZES

SEMINOLE magazine

Full-Page

Full-Bleed Size:
8-1/2 x 11-1/8

7-1/8 x 9-7/8
is a conforming size
with white borders

Trim Size is
8-1/4 x 10-7/8

SOLO!

2/3 Vertical

4-1/2 x 9-7/8

Your 2/3 Vertical ad will be the **ONLY** ad to appear on your page.

SOLO!

1/2 Vert.

3-3/8 x 9-7/8

Your 1/2 Vertical ad will be the **ONLY** ad to appear on your page.

1/2 Horizontal

7-1/8 x 4-3/4

PREMIUM PLACEMENT!

1/3 VERT.

2-1/8 x 9-7/8

Your 1/3 Vertical ad will **ALWAYS** be placed in the **OUTSIDE** position of the page.

1/3 Verticals will appear **SOLO** WHENEVER POSSIBLE.

1/3 Horiz.

4-1/2 x 4-3/4

1/4 Page

3-3/8 x 4-3/4

1/6 V.

2-1/8 x 4-3/4

1/6 Horiz.

4-1/2 x 2-1/4

1/8 Page

Size:
3-3/8 x 2-1/4

Note: If you are running an ad that bleeds, remember to keep any text or visuals a minimum of 3/8" from the edge of the bleeds. This will guarantee that nothing of importance will be trimmed in production.

Double-truck ads:
Adjust your ad design so that text appearing near the gutter can be read.

2 Full-Page Ads
(Double-truck ads are printed side by side.)

Same specifications as a full-page ad.

2 Half-Page Ads
(Double-truck ads are printed side by side.)

Same specifications as a half-page ad, or at the Bleed size of 8 1/2 x 5 3/8 each.

Questions? Call
407.788.5159