

QA 2022 RATES & SPECIFICATIONS

PRINT*

FREQUENCY DISCOUNTS**

Size	1X	6X	12X	18X
Spread	\$9,817	\$8,844	\$8,343	\$8,100
Full	\$5,174	\$4,661	\$4,398	\$4,269
½ Page	\$3,273	\$2,949	\$2,782	\$2,701
½ Island	\$2,621	\$2,361	\$2,227	\$2,163
½ Standard	\$2,273	\$2,047	\$1,932	\$1,875
⅓ Page	\$1,304	\$1,175	\$1,108	\$1,076
¼ Page	\$822	\$740	\$699	\$678

Cover	6X
2 nd Cover	\$6,012
3 rd Cover	\$5,749
4 th Cover	\$6,540
Tip Cover	\$7,158
Belly Band	\$7,373
Covergate	\$13,911

**Frequency discounts are earned within a 12 month period, with all other GIE Media print and digital media.

MECHANICAL REQUIREMENTS:

Saddle stitched, three columns to a page. Paper stock: Machine coated, 40-lb. body with 80-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7⁷/₈" x 10¹/₂".

DIGITAL FILES AND SPECIFICATIONS FOR PRINT:

High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. For details, contact Lori Skala at 216-393-0276 or lskala@gie.net

SPECIAL REGIONAL AND DEMOGRAPHIC ADVERTISING RATES:

Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

AD SIZES

Non-Bleed	Width	Depth
Full Page (non-bleed)	7"	10"
½ Page	4 ½"	10"
½ Page Island	4 ½"	7 ½"
½ Page Horizontal	7"	4 7/8"
½ Page Vertical	3 3/8"	10"
⅓ Page Square	4 ½"	4 7/8"
⅓ Page Vertical	2 3/16"	10"
¼ Page Square	3 3/8"	4 7/8"
¼ Page Horizontal	7"	2 3/8"
⅓ Page Vertical	2 3/16"	4 7/8"
⅓ Page Horizontal	4 ½"	2 3/8"

Bleed	Width	Depth
Single-Page	8 1/8"	10 3/4"
Trim Area	7 7/8"	10 1/2"
Live Area	7"	10"
Spread	16"	10 3/4"
Trim Area	15 3/4"	10 1/2"
Live Area	14"	10"

On all bleed advertisements, allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads (*perfect bound only*). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

*All print and digital rates include color charge

INTERACTIVE*

ONLINE ADS



LEADERBOARD

728x90 (pixels)
\$1,191
5 units available monthly

MEDIUM RECTANGLE

300x250
\$803
20 units available monthly

HALF PAGE

300x600
\$2,044
6 units available

BOTTOM LEADERBOARD

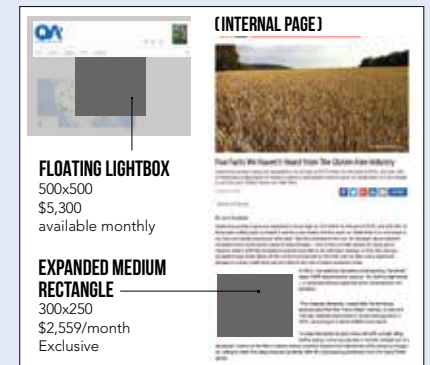
728x90
\$301
25 units available

WALLPAPER ADS
\$12,000



STATIC MOBILE BANNER

360x120
\$8,547



FLOATING LIGHTBOX

500x500
\$5,300
available monthly

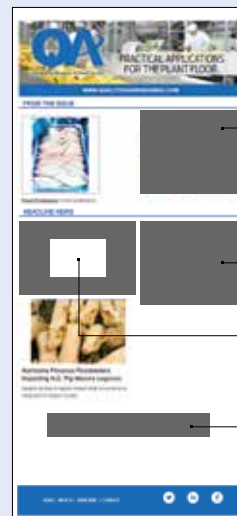
EXPANDED MEDIUM RECTANGLE

300x250
\$2,559/month
Exclusive

CUSTOM EBLAST

\$2,000

NEWSLETTER ADS



MEDIUM RECTANGLE TOP

300x250
\$1,500

MEDIUM RECTANGLE BOTTOM

300x250
\$856

TEXT AD

360x180
\$2,143

BANNER

468x60
\$428



DIGITAL EDITION

Custom interactive ads such as flyouts, animated ads, floating ads, and tearbacks also available and priced upon request.

Digital Edition Preview.....\$2,259