

# VRN Display Ad Rates

## COVER RATES

Size	1X	3X*	6X*	12X*	18X*
Inside Front	\$5,385	\$4,735	\$4,425	\$4,040	\$3,775
Inside Back	5,325	4,665	4,375	4,100	3,690
Back Cover	5,675	5,050	4,705	4,490	4,140

(includes space, color and bleed)

## SPACE RATES

Size	1X	3X*	6X*	12X*	18X*
Full Page	\$3,135	\$2,535	\$2,280	\$2,005	\$1,950
1/2 Page	1,940	1,630	1,490	1,350	1,305
1/4 Page	1,110	930	850	695	665
1/8 Page	655	525	455	400	390

(B&W space rates)

Bleed Rates: 10% of space and color

\* Frequencies can be combined with other VRN publications

## COLOR RATES

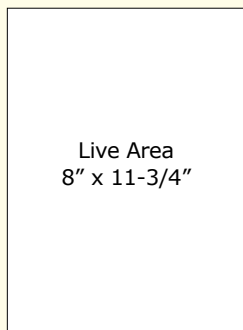
4-color process	\$1,105
Black + 2 process colors	885
Black + 1 process color	665
1 PMS Color	1,105

(PMS matched from process color unless specified by client)

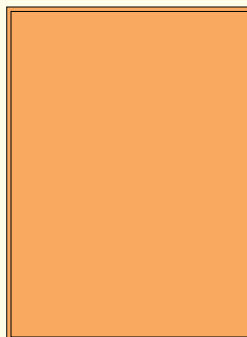
Metallic Ink: Call for quote

Premium Positions: Call for availability

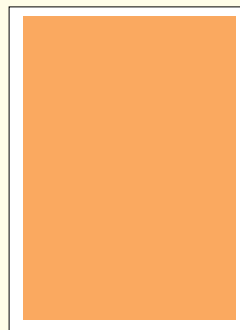
## Standard Display Ad Sizes



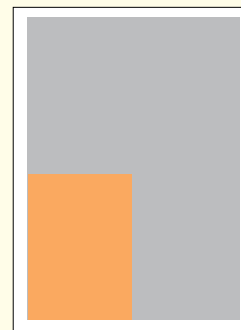
Magazine trim size  
9-1/2" x 13"



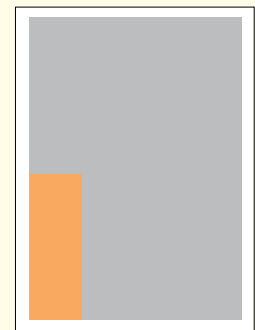
Full Bleed  
9-3/4" x 13-1/4"



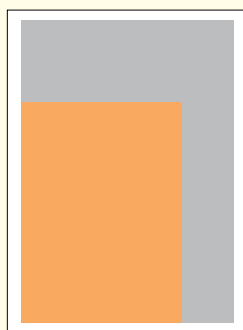
Full Page  
8" x 11-3/4"



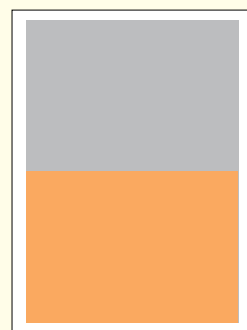
1/4 Vertical  
4" x 5-3/4"



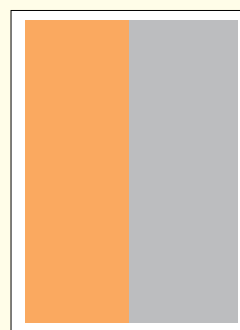
1/8 Vertical  
1-7/8" x 5-3/4"



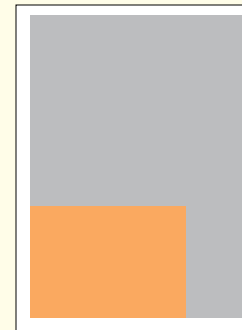
1/2 Island  
6" x 8-1/2"



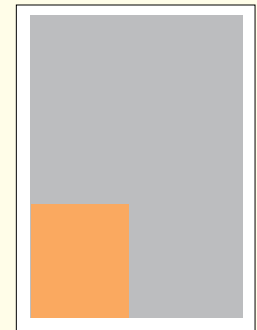
1/2 Horizontal  
8-1/8" x 5-3/4"



1/2 Vertical  
4" x 11-3/4"



1/4 Horizontal  
6" x 3-1/2"



1/8 Horizontal  
4" x 2-7/8"