

CUSTOM PRINT ENHANCEMENTS*

Product	GT Rate	SGT Rate
Bellyband		
Single Sided printing	\$5,000	\$7,200
Double Sided printing	\$6,000	\$9,000

The bellyband is a long, paper strip that wraps completely around the publication for prime exposure on the front and back covers. The bellyband guarantees attention because the reader must physically remove the band to open the magazine.

Premium Placements

Page 2, 3, or Inside Back	\$5,865	\$6,037
Back Cover	\$6,425	\$6,614

These four locations are the most visible areas of the magazines.

Tip In**	\$5,750	\$8,000
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Insert client's marketing materials (brochures, postcards, etc.) into the publication for damage-free delivery into the hands of our readers. Size, weight and content restrictions apply. Must provide a copy of the tip in with quote request.

Full-page Tip In with Business Reply Card**	\$7,500	\$10,500
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This is a two-sided, card-stock page inside the publication. Your client can include a business reply card for a direct reader response. Think Reader Service Card page with two sides of full color advertising.

2-Page Tab Divider**	\$8,500	\$11,500
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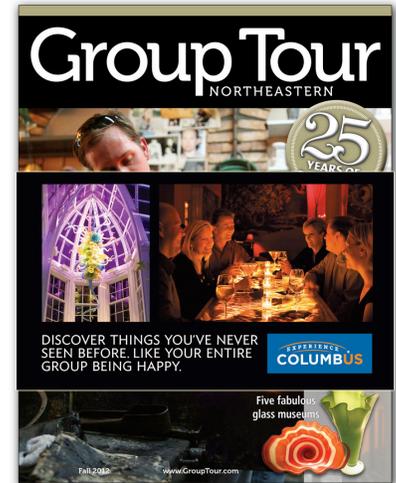
This is a two-sided, card-stock page within the publication similar to the full-page tip in. The difference is a fold-out tab on the side. It emphasizes the page and makes it easy to find within the publication. Think Reader Service Card page with two sides of color advertising that extends from the book.

2-page Cover Gatefold	\$14,000	\$16,000
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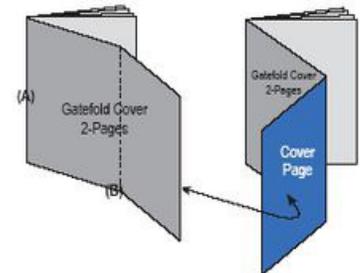
Gatefolds give your clients extra space and impact by extending the normal page width to two full pages. These two pages make use of the cover. The cover is not part of the available space.

4-page Cover Gatefold	\$20,000
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Same benefits listed above but this gatefold uses the front cover of the publication for the fold (front cover with magazine logo is NOT available). Magazine opens to client ad on left (fold out) plus three consecutive pages for advertiser.



Bellyband



2-Page Cover Gatefold

*This information is for company use only. Do not send this document to clients or prospects. All prices are estimated. Each product must be quoted by production to confirm pricing.

** Please note, the insert will be placed between magazine signatures and may not necessarily be placed within a particular state/provincial section.