

## DISPLAY ROP ADS

AD SIZE		OPEN RATE	6X	13X	26X	52X
<b>Full Page:</b>	BW	\$1875	\$1610	\$1560	\$1500	\$1425
5 col (10.25" w X 16" h)	Color	\$2400	\$2025	\$1975	\$1925	\$1800
<b>Half Page</b>	BW	\$950	\$800	\$780	\$760	\$715
5 col (10.25" w X 8" h)	Color	\$1200	\$1015	\$990	\$970	\$910
4 col (8.25" w X 10" h) vertical						
<b>Quarter Page</b>	BW	\$575	\$490	\$470	\$465	\$440
3 col (6.125" w X 8" h)	Color	\$700	\$600	\$585	\$570	\$535
<b>Eighth Page</b>	BW	\$290	\$245	\$235	\$230	\$220
2 col (4" w X 6" h)	Color	\$365	\$315	\$300	\$290	\$275

**PUBLICATION DATE:** Every Thursday

## DEADLINES:

Space closing and ads requiring proof: Monday prior to publication date.

Camera ready materials: Tuesday prior to publication date.

## DIGITAL ADVERTISING RATES

**Leader Board Ads:** \$10/M impressions - Run of Site 728 X 90 pixels  
**Cube Ads:** \$10/M impressions - Run of Site 300 X 250 pixels

\*Standard IAB Sizes

## E-BLAST:

Rate: \$35/M - 50,000 minimum

Targeted email blast to your specific demographic - guaranteed 10% open rate

Best Day - Tuesday, 11 a.m.

10 day advance deadline

E-mail materials to: [karen@beverlypress.com](mailto:karen@beverlypress.com)