

Pacific Union Recorder

2012 Regular Rate Card

Outside Back Cover, 4-color

\$3,950 8w X 9.25h (bleed sides and bottom)

Full-page, 4-color

\$3,650 8w X 10.625h (bleed) or 6.875w X 9.375h (no bleed)

Full-page, Black & White

\$3,050 8w X 10.625h (bleed) or 6.875w X 9.375h (no bleed)

Half-page, 4-color

\$2,120 6.875w X 4.625h or 3.375w X 9.375h

Half-page, Black & White

\$1,650 6.875w X 4.625h or 3.375w X 9.375h

Quarter-page, 4-color

\$1,150 3.375w X 4.75h or 1.625w X 9.375h or 6.875w X 2.34h

Quarter-page, Black & White

\$890 3.375w X 2.25h or 1.625w X 4.625h

Eighth-page, 4-color

\$575 3.375w X 2.25h or 1.625w X 4.625h

Eighth-page, Black & White

\$445 3.375w X 4.75h or 1.625w X 9.375h or 6.875w X 2.34h

Column-inch, 4-color

\$135 X columns wide by X" tall

Column-inch, Black & White

\$105 X columns wide by X" tall

Classified Ad

\$55 50 words; each add'l word 65¢

1 column wide = 1.625"
2 columns wide = 3.375"
3 columns wide = 5.125"
4 columns wide = 6.875"