

Pacific Union Recorder

2017 Regular Rate Card

Outside Back Cover

Regular Rate	6-X Frequency (10%)	12-X Frequency (15%)
\$4,200	\$3,780	\$3,570

8w X 9.25h (bleed sides and bottom only)

Full-page

Regular Rate	6-X Frequency	12-X Frequency
\$3,800	\$3,420	\$3,230

8w X 10.625h (bleed) or 6.875w X 9.375h (no bleed)

Half-page

Regular Rate	6-X Frequency	12-X Frequency
\$2,200	\$1,980	\$1,870

6.875w X 4.625h or 3.375w X 9.375h

Quarter-page

Regular Rate	6-X Frequency	12-X Frequency
\$1,200	\$1,080	\$1,020

3.375w X 4.75h or 1.625w X 9.375h or 6.875w X 2.34h

Eighth-page

Regular Rate	6-X Frequency	12-X Frequency
\$700	\$630	\$595

3.375w X 2.25h or 1.625w X 4.625h

Column-inch

Regular Rate	6-X Frequency	12-X Frequency
\$160	\$144	\$136

X columns wide by X inches tall

Classified Ads

Regular Rate	6-X Frequency	12-X Frequency
\$70	\$63	\$59.50

Text only, up to 50 words; each add'tl word 75¢

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

Church-owned Schools:
25% discount