

Pacific Union Recorder

2017 Schools Rate Card

Note: (6X=SR-10%; 12X=SR-15%)

Only denominationally-owned schools qualify for the School Rate.

Classified ads are \$70 for the first 50 words and \$0.75 each additional word, minus the 25% discount. During 2016, we will begin offering digital ads. Check www.pacificunionrecorder.com for rates/updates.

Outside Back Cover, 4-color

Reg. Rate	School Rate	6-x Freq	12-x Freq
\$4,200.00	\$3,150.00	\$2,835.00	\$2,677.50

8w X 9.25h (bleed sides and bottom)

Full-page, 4-color

Reg. Rate	SR	6-x Freq	12-x Freq
\$3,800.00	\$2,850.00	\$2,565.00	\$2,422.50

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

Half-page, 4-color

Reg. Rate	SR	6-x Freq	12-x Freq
\$2,200.00	\$1,650.00	\$1,485.00	\$1,402.50

6.875w X 4.625h or 3.375w X 9.375h

Quarter-page, 4-color

Reg. Rate	SR	6-x Freq	12-x Freq
\$1,200.00	\$900.00	\$810.00	\$765.00

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

Eighth-page, 4-color

Reg. Rate	SR	6-x Freq	12-x Freq
\$700.00	\$525.00	\$472.50	\$446.25

3.375w X 2.25h or 1.625w X 4.625h

Column-inch, 4-color

Reg. Rate	SR	6-x Freq	12-x Freq
\$160.00	\$120.00	\$108.00	\$102.00

X columns wide by X" tall

1 column wide = 1.625"

2 columns wide = 3.375"

3 columns wide = 5.125"

4 columns wide = 6.875"