

Internet Genealogy

2010 ADVERTISING RATES

Unit	Dimensions in Inches	1X	3X	6X
Full page	7 1/2 x 10 1/2	\$1000	\$875	\$775
Full page bleed	8 1/4 x 10 7/8	\$1000	\$875	\$775
1/2 page vertical	3 7/8 x 10 1/2	\$680	\$595	\$535
1/2 page horizontal	7 1/2 x 4 3/4	\$680	\$595	\$535
1/3 page vertical	2 1/4 x 10 1/2	\$410	\$370	\$325
1/3 page horizontal	7 1/2 x 3	\$410	\$370	\$325
1/4 page	3 1/2 x 4 3/4	\$300	\$270	\$240
1/6 page	2 1/4 x 4 3/4	\$125	\$110	\$100
Polybag Insert (subs copies)		From \$1,200 *		
Website		From \$150 per month		

* Rate depends on the number of pages and the additional costs incurred (such as extra postage)
Canadian advertisers please add GST/HST

ADVERTISING SCHEDULE

Issue	Advertising Close	On Newsstands
Dec/Jan	October 15, 2010	December 1 st
Feb/Mar	December 1, 2010	February 1 st
Apr/May	February 15, 2011	April 1 st
Jun/Jul	April 15, 2010	June 1 st
Aug/Sep	June 15, 2010	August 1 st
Oct/Nov	August 15, 2010	October 1 st

Note: Where a date falls on a weekend or holiday, please adjust to the following Monday or the day after the holiday. Please confirm deadlines with your advertising representative. Schedule subject to change.

CIRCULATION

USA	Canadian
6,599 paid subscribers	979 paid subscribers
<u>8,500</u> copies distributed to newsstands	<u>600</u> copies distributed to newsstands
15,099 Total USA distribution	1,579 Total Canadian distribution
17,500 total print run per issue	

MECHANICAL REQUIREMENTS

File types: high-resolution images: PDF is preferred but we also accept TIFF, JPEG, or EPS.
Method of printing: four-color web-offset process
Method of binding: saddle stitched with two staples
Trim size: 8" x 10^{3/4}". Allow 1/8" extra bleed beyond trim measurements for bleed-type ads.

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