

Internet Genealogy

2016 ADVERTISING RATES

Unit	Dimensions in Inches	1X	3X	6X
Full page	7 x 10	\$1000	\$875	\$775
Full page bleed	8.25 x 11	\$1000	\$875	\$775
1/2 page vertical	3.375 x 9.25	\$680	\$595	\$535
1/2 page horizontal	7 x 4.5	\$680	\$595	\$535
1/3 page vertical	2.125 x 9.25	\$410	\$370	\$325
1/3 page horizontal	7 x 2.25	\$410	\$370	\$325
1/4 page	3.375 x 4.5	\$300	\$270	\$240
1/6 page	2.125 x 4.5	\$125	\$110	\$100
Polybag Insert (subs copies)			From \$1,200 *	
Website (side banner)			\$150 per month	
Newsletter (text only, 2 per month)			\$150 per month	

* Rate depends on the number of pages and the additional costs incurred (such as extra postage)

ADVERTISING SCHEDULE

Issue	Advertising Close	On Newsstands
Dec/Jan	October 1, 2015	December 1 st
Feb/Mar	December 1, 2015	February 1 st
Apr/May	February 1, 2016	April 1 st
Jun/Jul	April 1, 2016	June 1 st
Aug/Sep	June 1, 2016	August 1 st
Oct/Nov	August 1, 2016	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
5,630 paid subscribers	625 paid subscribers
<u>9,875</u> copies distributed to newsstands	<u>450</u> copies distributed to newsstands
15,505 Total USA distribution	1,075 Total Canadian distribution
16,580 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.

Jeannette Cox – jeannette@moorshead.com

PO Box 194, Niagara Falls, NY 14304
82 Church St. S., Suite 101, Ajax, ON L1S 6B3

Toll Free: 1-888-326-2476 ext. 111,
www.internet-genealogy.com