

Advertising Rates

Display Advertising Rates

*Rates are based on ads supplied electronically in acceptable format**

BLACK & WHITE

Size **	1x	3x	6x	12x
Center Spread (11" x 17")	\$1,008	\$954	\$908	\$758
Back Cover (8.5" x 11")	527	499	476	394
Inside Front Cover (8.5" x 11")	509	481	457	376
Inside Back Cover (8.5" x 11")	509	481	457	376
Full Page (8.5" x 11")	462	435	417	341
2/3 Page (5" x 8.5")	353	336	318	272
1/2 Page (7.5" x 4.25")	284	275	254	203
1/3 Page (5" x 5")	214	203	197	162
1/6 Page (2.5" x 5")	180	168	162	133

4-COLOR

Size **	1x	3x	6x	12x
Center Spread (11" x 17")	\$2,037	\$1,939	\$1,857	\$1,528
Back Cover (8.5" x 11")	1,065	1,013	972	799
Inside Front Cover (8.5" x 11")	1,019	967	931	764
Inside Back Cover (8.5" x 11")	1,019	967	931	764
Full Page (8.5" x 11")	926	880	845	694
2/3 Page (5" x 8.5")	718	676	654	538
1/2 Page (7.5" x 4.25")	573	545	521	435
1/3 Page (5" x 5")	435	417	399	330

**See ad specs and printing requirements for acceptable format.*

*** The bleed measurement is .125" for the center spread, inside front cover, back cover, inside back cover and full page ad size.*



Business Card Rates

4-COLOR		
Size	6x	12x
1.5" x 3.5"	\$308	\$440

BLACK & WHITE		
Size	6x	12x
1.5" x 3.5"	\$197	\$ 295

A late charge of 1.5% will be assessed on accounts unpaid after 30 days of invoice.

Display Ad Format

■ DIGITAL

Wisconsin Counties magazine is printed on a four-color sheet-fed press at 200 lpi.

For digital ad submissions please mail a disk with all fonts and linked graphics, as well as a hard copy proof. Be sure all color graphics are converted to CMYK. No e-mailed ad material will be accepted.

■ PROGRAMS SUPPORTED

Adobe Illustrator, Photoshop, InDesign, Acrobat

■ CAMERA READY

Camera-ready art is not recommended; however, can be accepted and scanned to the magazine's printing specifications. The client should be aware that the quality of a scanned advertisement cannot be guaranteed.

If you have any questions about the instructions above, please contact Jennifer L. Bock, WCA Managing Editor, at 866.404.2700, bock@wicounties.org.

