

PRINT ADVERTISING RATES

Print Rates

Ad Size	1x Rate	4x Rate	6x Rate	12x Rate
Full Page	\$7,940	\$7,630	\$7,070	\$6,510
3/4 Page	\$6,770	\$6,490	\$6,030	\$5,450
1/2 Page	\$5,120	\$4,920	\$4,560	\$4,210
3/8 Page	\$4,530	\$4,350	\$4,030	\$3,720
1/4 Page Vert.	\$4,490	\$4,320	\$4,000	\$3,680
1/4 Page Square	\$4,080	\$3,910	\$3,630	\$3,270
1/8 Page Vert.	\$2,530	\$2,440	\$2,250	\$2,170
1/8 Page Horiz.	\$1,360	\$1,310	\$1,190	\$1,080

For black and white ads, subtract \$600 from 4-color rate – for all sizes except 1/8 horizontal.

Premium Positions:

Back Cover: Add 20% to earned page rate.

Inside Front: Add 15% to earned page rate.

Inside Back: Add 10% to earned page rate.

Other Premium Positions: Add 10% to earned page rate.

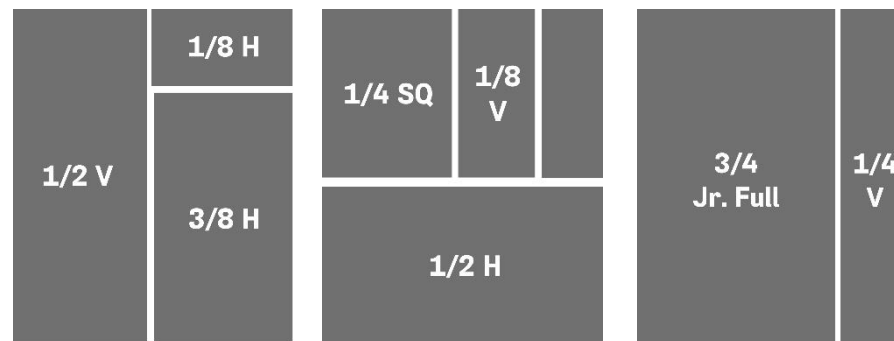
Ad Dimensions & Configurations

Ad Size	Wide	x	High
Spread (Non-Bleed)	19	x	10 ³ / ₄
Full Page (Non-Bleed)	9	x	10 ³ / ₄
3/4 Page	7	x	10 ³ / ₄
1/2 Horizontal	9	x	4 ⁷ / ₈
3/8 Vertical	4 ⁹ / ₁₆	x	7 ⁷ / ₈
1/4 Vertical	2 ¹ / ₆	x	10 ³ / ₄
1/4 Square	4 ⁹ / ₁₆	x	5 ¹ / ₄
1/8 Horizontal	4 ⁹ / ₁₆	x	2 ⁵ / ₈
1/8 Vertical	2 ¹ / ₈	x	5 ¹ / ₄

Bleed Specifications:

Full Page Bleed: 10 ¹/₄" x 12 ¹/₄". Trim: 10" x 12"

Live matter should be kept: ⁵/₁₆" from trim of magazine 9 ¹⁵/₁₆" x 11 ¹⁵/₁₆".



2017 Deadlines

Issue	Ad Space	Ad Materials
January	11/18/16	11/23/16
February	12/20/16	12/23/16
March	1/20/17	1/25/17
April	2/17/17	2/23/17
May	3/21/17	3/24/17
June	4/20/17	4/25/17
July	5/19/17	5/24/17
August	6/21/17	6/26/17
September	7/19/17	7/25/17
October	8/21/17	8/24/17
November	9/20/17	9/25/17
December	10/20/17	10/25/17

Print Ad Material Submissions

Email ad materials to: ads@tcbmag.com

Larger files can be uploaded at:
mypaduploader.com

Username: mspads

Password: sonic

Questions? Contact:

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Production Manager

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