

Retriever News Advertising Rates

- Placement of your ad in the Retriever News will also place your ad in the new online version of our magazine – Retriever E-News. Be sure to include your website or e-mail address in your ad. Then your customers can easily find out more about you or contact you with the click of a mouse!



— AD SIZES —

Page	Width	Height
Full page (live)	7.625"	10"
Full page (trim)	8.375"	10.875"
Full page (bleed)	8.625"	11.125"
2/3 (H)	7.625"	6.543"
2/3 (V)	5"	10"
1/2 (H)	7.625"	4.875"
1/2 (V)	5"	7.436"
1/3 (H)	7.625"	3.207"
1/3 (V)	2.375"	10"
1/3 (sq)	5"	4.875"
1/4 (H)	7.625"	2.311"
1/4 (V) OBIT only	3.688"	4.875"
1/6 (H)	5"	2.311"
1/6 (V)	2.375"	4.875"
1/8 (H) OBIT only	3.688"	2.311"
1/12 (sq)	2.375"	2.311"

— AD RATES —

Four Color	11x	6x	1x
Full page	\$1000	\$1100	\$1200
2 page spread	\$1800	\$1900	\$2000
2/3 page	\$800	\$850	\$900
1/2 page	\$600	\$650	\$700
1/3 page	\$400	\$450	\$500
1/4 page	\$300	\$350	\$400
1/6 page	\$200	\$225	\$250
1/8 page	\$150	\$175	\$200
1/12 page	\$110	\$120	\$130

Black & White	11x	6x	1x
Full page	\$650	\$700	\$750
2 page spread	\$1000	\$1050	\$1100
2/3 page	\$450	\$500	\$550
1/2 page	\$300	\$350	\$400
1/3 page	\$200	\$225	\$250
1/4 page	\$150	\$175	\$200
1/6 page	\$105	\$115	\$125
1/8 page	\$80	\$90	\$100
1/12 page	\$55	\$60	\$65

Black Plus One Color (less than 1/2 page) Add \$25

Black Plus One Color (1/2 page or larger) Add \$50

Premium Pages	11x	6x	1x
Center spread	\$2300	\$2400	\$2500
Back cover	\$1800	\$1900	\$2000
Inside front cover	\$1600	\$1700	\$1800
Inside back cover	\$1600	\$1700	\$1800
Page 3 (4/C only)	\$1300	\$1400	\$1500

— AD DEADLINES & GUIDELINES —

Issue	Deadline	Issue	Deadline
Jan	Dec 1	Aug	Jul 1
Feb Mar	Jan 10	Sep	Aug 1
Apr	Mar 1	Oct	Sep 1
May	Apr 1	Nov	Oct 1
Jun	May 1	Dec	Nov 1
Jul	Jun 1		

- The deadline is the first of each month prior to the date of publication, except for the February | March combined issue — that deadline is January 10.
- All ads are subject to publisher's approval. After the first printing, it is the advertiser's responsibility if any errors are repeated.
- The letters "OFA" will be used in an ad only if the corresponding number is supplied.
- Ads cancelled after layout/design services are rendered will be billed at 25% of the ad rate. Ads cancelled after the magazine layout is complete for the scheduled publish month (7th of the month) will be billed at 50% of ad rate.
- Print-Ready files should be provided in this order of preference: Press quality (high resolution 300 dpi) PDF; Adobe InDesign; Adobe Illustrator; Adobe Photoshop; JPG.