

# Advertising Rates

unwind with Kellye Davis

	1x Rate	2x Rate
<b>Full</b>	\$2,132	\$1,812
<b>Half Page</b>	\$1,365	\$1,200
<b>Quarter page</b>	\$800	\$640

PREMIUM POSITIONS	1x Rate	2x Rate
<b>Inside Front Spread</b>	\$3,198	\$2,998
<b>Inside Front Left</b>	\$2,382	\$2,182
<b>Center Spread</b>	\$3,200	\$2,900
<b>Inside Back Cover Right</b>	\$2,382	\$2,182
<b>Inside Back Cover Left</b>	\$2,382	\$2,182
<b>Inside Back Spread</b>	\$2,898	\$2,419
<b>Back Cover</b>	\$3,198	\$2,558

<b>Business Directory</b>	\$225	\$198
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## PRODUCTION GUIDELINES

We operate on a Macintosh platform. We can not accept Microsoft Publisher, Word Perfect, Quark Express or Pagemaker files. Please submit all final ad files as high resolution PDFs.

**Email your files to:** [cinsight@optonline.net](mailto:cinsight@optonline.net)

INCLUDE ON THE SUBJECT LINE: Name of the advertiser, date of insertion and ad size.

**Don't have an ad?** We can create a dynamic ad for you! Please contact our creative team at Creative Insight LLC (Phone number listed below).

**Sending files:** Do not email files larger than 15MB. For larger files use DropBox.com or other free file transfer sites such as YouSendIt.com or SendSpace.com. Please notify us by which method of file transfer you will be using. Please contact us at: *Creative Insight, LLC*

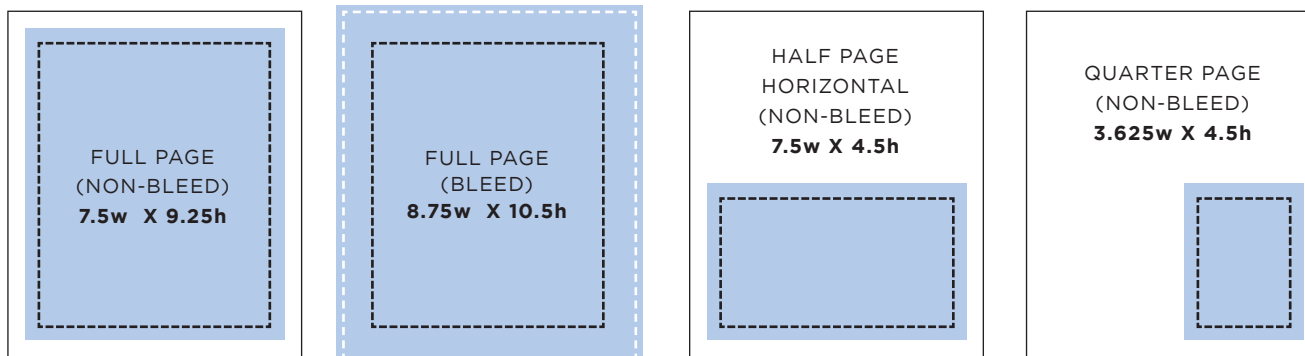
Tel: 203-594-9409 or by email: [cinsight@optonline.net](mailto:cinsight@optonline.net)

## AD DEADLINES

**Spring 2014 Issue:** Ad materials due March 6th

**Fall 2014 Issue:** Ad materials due October 20th

## AD SIZES WITH BLEED & NON-BLEED REQUIREMENTS FOR FULL PAGE, HALF PAGE & QUARTER PAGE



**AD SIZE SAMPLES** for Full Page Bleed, Full Page Non-Bleed, Half Page Non-Bleed and Quarter Page Non-Bleed are located in this book on pages 13 and 15.

**Business Directory Sample** displaying business/company logo, name, address, contact information & website URL. Business Directory listing will be positioned at the end of the publication.



**Your Company Name** 123 Main Street #1 • Anytown, USA, 06840

Phone: (000) 000-0000 • Fax: (000) 000-0000 • Email: [yourname@yourcompany.net](mailto:yourname@yourcompany.net)

Description of business services and products • [www.website.com](http://www.website.com)

**PLEASE NOTE:** Black dotted line indicates suggested Live Area (where all ad copy needs to be within). Blue box indicates the ad image space. The solid black line represents the magazines physical page dimension (or trim size). The white dotted line (on the Full Page Bleed ad indicates where the ad size trims or page edge. All Full Page Bleed ads require a minimum bleed of .125 inches (or 1/8") Please call Creative Insight, LLC at 203-594-9409 or email at [cinsight@optonline.net](mailto:cinsight@optonline.net) for further questions regarding ad sizes or ad specs. You can also contact Westfair Communications ad/Production Departments for any advertising and production information regarding ad submissions.