

MEDIA KIT 2014

800.535.5670 | vwmmmedia.com

Rates & Sizes

FOUR COLOR

	1x	3x	6x
Full page	\$2,984	\$2,854	\$2724
2/3 page	\$2551	\$2443	\$2335
1/2 page vertical	\$2465	\$2335	\$2249
1/2 page island	\$2422	\$2292	\$2206
1/2 page horizontal	\$2271	\$2184	\$2097
1/3 page	\$1989	\$1924	\$1859
1/4 page	\$1924	\$1819	\$1794
1/6 page	\$1643	\$1600	\$1557

Colors will be derived from 4-color process as closely matched to customer specifications as possible. PMS colors will be charged extra.

BLACK & WHITE

Full page	\$1859	\$1708	\$1600
2/3 page	\$1426	\$1318	\$1210
1/2 page vertical	\$1318	\$1210	\$1124
1/2 page island	\$1210	\$1167	\$1081
1/2 page horizontal	\$1145	\$1059	\$973
1/3 page	\$865	\$800	\$735
1/4 page	\$800	\$735	\$669
1/6 page	\$518	\$475	\$432

INDIVIDUAL ADS (sold per month)

Web Banner	\$660	\$627	\$594
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MAGAZINE PREMIUM PLACEMENT

Premium Rate: Add \$500 per placement to the 4-C or BW full page rate above.

Premium Options (4-C only):

Inside front cover
Inside back cover
Back cover
Page 3 (across from inside front cover)

Page 5 (across from TOC 1)
Page 7 (across from TOC 2)
Page 9 (across from Editor's Page)

Ask Your Sales Rep About Our New Multi-Media Options!



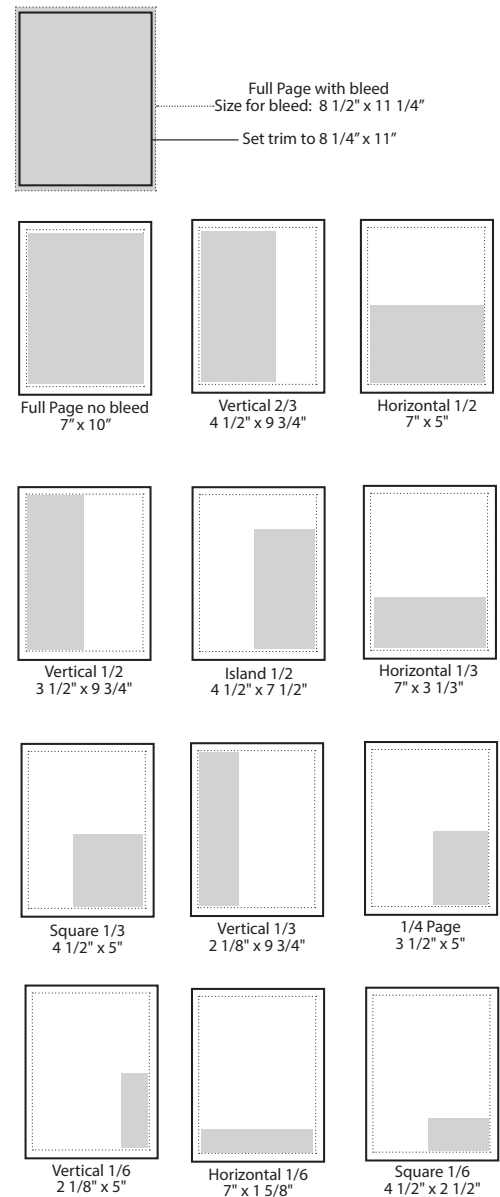
Digital Magazine Ad:
(same as your print ad but includes live email & web links in our e-edition)



Web Banner:
(250 x 150 pixel rotating banner ad above the fold on our website homepage)



Social:
(We will "like" your business on our Facebook page)



PUBLICATION DATES

Regular Issue: Jan 1, Mar 1, May 1, Jul 1, Sept 1, Nov 1

DEADLINES

Space Reservation: 45 days prior.
Camera-ready material due: 30 days prior to publication date above.

ADDITIONAL CHARGES

Specific PMS Color: TBD; Guaranteed Placement:
Two-page center spread add \$250, all others add \$150;
Covers (IBC, IFC, XTOC): add \$250.
Back cover: add \$500. Bleeds: add 10% of total.

LATE FEE

Artwork submitted after published deadline may be subject to a late placement fee. If ad requires resizing or conversion a fee may apply.