

# PRINT ADVERTISING RATES

## 4-COLOR 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 Vertical	\$4,490	\$4,320	\$4,000	\$3,680
1/4 Page Square	\$4,080	\$3,910	\$3,630	\$3,270
1/8 Page Vertical	\$2,530	\$2,440	\$2,250	\$2,170
1/8 Page Horizontal	\$1,360	\$1,310	\$1,190	\$1,080

### 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

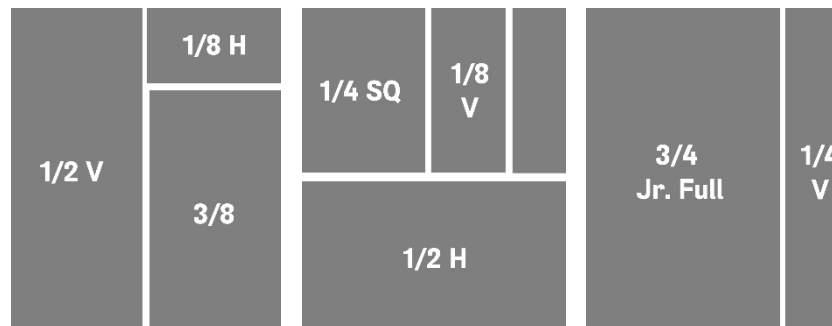
Ad Size	Wide	x	High
Spread (Bleed)	20 ¼	x	12 ¼
Full Page (Bleed)	10 ¼	x	12 ¼
3/4 Page	7	x	10 ¾
1/2 Horizontal	9	x	4 7/8
1/2 Vertical	4 9/16	x	10 ¾
3/8 Vertical	4 9/16	x	7 7/8
1/4 Vertical	2 1/8	x	10 ¾
1/4 Square	4 9/16	x	5 ¼
1/8 Horizontal	4 9/16	x	2 5/8
1/8 Vertical	2 1/8	x	5 ¼

### Bleed Specifications:

Spread: Trim 20" x 12"

Full Page: Trim: 10" x 12"

Live matter should be kept 5/16" in from the trim.



## 2020 DEADLINES

Issue	Ad Space	Ad Materials
January	11/19/19	11/22/19
February	12/18/19	12/23/19
March	1/17/20	1/23/20
April	2/19/20	2/24/20
May	3/18/20	3/23/20
June	4/20/20	4/23/20
July	5/20/20	5/26/20
August	6/22/20	6/25/20
September	7/21/20	7/24/20
October	8/18/20	8/21/20
November	9/22/20	9/25/20
December	10/21/20	10/26/20

## AD MATERIAL SUBMISSIONS

Email ad materials to: [ads@tcbmag.com](mailto:ads@tcbmag.com)

Questions Contact:

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