



# Rate Card

## & Mechanical Specifications

Four-Color Ads	Width	Height	1 Issue	3 Issues	6 Issues	12 Issues	Ad Creation
Inside F/B Cover (Full Page)	7.333"	x 9.833"	\$1270	\$1230	\$1180	\$1125	\$90
Inside F/B Cover (Half Page)	7.333"	x 4.833"	\$840	\$800	\$750	\$680	\$90
Outside Back Cover	7.333"	x 8.165"	\$1375	\$1365	\$1325	\$1200	\$90
Full Page (Bleed)	8.25"	x 10.75"	\$970	\$945	\$920	\$895	\$90
Full Page (No Bleed)	7.333"	x 9.833"	\$970	\$945	\$920	\$895	\$90
Half Page (Horizontal)	7.333"	x 4.833"	\$555	\$545	\$515	\$500	\$60
Half Page (Vertical)	3.583"	x 9.833"	\$555	\$545	\$515	\$500	\$60
Third Page (Square)	4.833"	x 4.833"	\$415	\$400	\$380	\$370	\$50
Third Page (Vertical)	2.333"	x 9.833"	\$415	\$400	\$380	\$370	\$50
Quarter Page (Vertical)	3.583"	x 4.833"	\$375	\$360	\$345	\$335	\$50
Sixth Page (Vertical)	2.333"	x 4.833"	\$250	\$245	\$240	\$235	\$45
Sixth Page (Horizontal)	4.833"	x 2.333"	\$250	\$245	\$240	\$235	\$45

Black and White Ads	Width	Height	1 Issue	3 Issues	6 Issues	12 Issues	Ad Creation
Full Page (Bleed)	8.25"	x 10.75"	\$750	\$725	\$700	\$675	\$90
Full Page (No Bleed)	7.333"	x 9.833"	\$725	\$705	\$690	\$625	\$90
Half Page (Horizontal)	7.333"	x 4.833"	\$415	\$395	\$375	\$360	\$60
Half Page (Vertical)	3.583"	x 9.833"	\$415	\$395	\$375	\$360	\$60
Third Page (Square)	4.833"	x 4.833"	\$295	\$280	\$260	\$250	\$50
Third Page (Vertical)	2.333"	x 9.833"	\$295	\$280	\$260	\$250	\$50
Quarter Page (Vertical)	3.583"	x 4.833"	\$270	\$255	\$240	\$230	\$50
Sixth Page (Vertical)	2.333"	x 4.833"	\$160	\$155	\$150	\$145	\$45
Sixth Page (Horizontal)	4.833"	x 2.333"	\$160	\$155	\$150	\$145	\$45
Eighth Page (Horizontal)	3.583"	x 2.333"	\$110	\$105	\$100	\$95	\$40
Twelfth Page (Square)	2.333"	x 2.333"	\$75	\$70	\$65	\$60	\$40
Business Card Directory	3.208"	x 1.833"	\$85	\$80	\$75	\$70	\$35

Classified Ads: Minimum of four lines, \$30 cash or check with copy, \$1 per word beyond four lines (approximately 26 words).  
 Extra charges for logos or artwork, to be determined upon order.

America's Flyways is an 8" x 10.5" saddle-stitched, full color and black and white, 150 lpi, glossy magazine, published monthly. Advertising space, sizes and dimensions, along with rate information and production charges, where applicable follows:

- All advertising rates are based on supplied electronic files or camera-ready art. We accept files from Adobe Acrobat, QuarkXPress, Adobe Illustrator and Adobe PhotoShop. Ad creation charges apply for ads to be created by America's Flyways.
- Deadline: all space reservations and materials must be received no later than the fifth day of the month preceding publication.
- Prepayment is required from all advertisers, pending establishment of approved credit. MasterCard and Visa credit card payment is accepted. Frequency rates are only available with signed and accepted contracts. All contracts are rate protected. Early cancellation will void frequency discount and adjustment to short rates will be made.
- America's Flyways reserves the right to reject any art/ad that does not meet its quality specifications.

**FULL PAGE  
44 X 59 P  
7.333 X 9.833 IN**

**HALF PAGE VERTICAL**  
**21.5 X 59 P**  
**3.583 X 9.833 IN**

**QUARTER PAGE**  
**21.5 X 29 P**  
**3.583 X 4.833 IN**

**EIGHTH PAGE**  
**21.5 X 14 P**  
**3.583 X 2.333 IN**

**HALF PAGE HORIZONTAL**  
**44 X 29 P**  
**7.333 X 4.833 IN**

**SIXTH PAGE HORIZONTAL**  
**29 X 14 P**  
**4.833 X 2.333 IN**

**SIXTH PAGE VERTICAL**  
**14 X 29 P**  
**2.333 X 4.833 IN**

**TWELFTH PAGE**  
**14 X 14 P**  
**2.333 X 2.333 IN**

**BUSINESS CARD DIRECTORY**  
**19.25 X 11 P**  
**3.208 x 1.833 IN**

**THIRD PAGE VERTICAL**  
**14 X 59 P**  
**2.333 X 9.833 IN**

**THIRD PAGE SQUARE**  
**29 X 29 P**  
**4.833 X 4.833 IN**