

2021 Advertising rates

All rates include up to four color

Member

Size	Number of insertions			
	1	2	3	4
Full page	\$750	\$700	\$625	\$550
2/3 page	\$625	\$550	\$475	\$400
1/2 page	\$450	\$400	\$350	\$300
1/3 page	\$350	\$300	\$250	\$200
1/6 page	\$200	\$175	\$150	\$125
First available right-hand page	\$900	\$800	\$700	\$600
Inside front	\$900	\$800	\$700	\$600
Inside back	\$875	\$750	\$700	\$625
Back cover	\$940	\$875	\$765	\$695

Nonmember

Size	Number of insertions			
	1	2	3	4
Full page	\$850	\$800	\$750	\$650
2/3 page	\$700	\$625	\$550	\$475
1/2 page	\$500	\$450	\$400	\$350
1/3 page	\$400	\$350	\$300	\$250
1/6 page	\$225	\$200	\$175	\$150
First available right-hand page	\$1,000	\$900	\$800	\$700
Inside front	\$1,000	\$900	\$800	\$700
Inside back	\$975	\$850	\$775	\$700
Back cover	\$1,050	\$975	\$850	\$775

Mechanical Requirements

	Width X Height	Width X Height
Trim size	8.5 x 11	
Full page with bleed	8.75 x 11.25	
Full page	7.5 x 10	
Back cover with bleed	8.75 x 9.75	
Back cover	7.5 x 9	
2/3 page	4.75 x 9.5	
1/2 page	7.5 x 4.75	
1/3 page	4.75 x 4.75	2.25 x 9.5
1/6 page	2.25 x 4.755	2.25 x 4.75

2021 Editorial/Advertising Calendar

Issue	Topic	Ads due
January	Legislative Issues	November 15
April	Equity	February 15
July	Economic Recovery	May 15
October	Sustainability	August 15

Printing

Offset, sheet-fed, enamel stock, saddle-stitched.

Preferred Materials

high-resolution PDF, EPS (if submitting a full vector graphic or logo), JPG, or TIFF

Submission of Artwork

CMYK, 300 dpi

Screens

DPI

Graphic Services

Typesetting and layout services are available on a limited basis; advertiser will be billed at \$45/hour. Artwork, color separations, stripping or any other additional costs will be billed to the advertiser.

