

# My Generation

## Editorial Calendar 2018

### **FEBRUARY/MARCH**

Matters of the Heart

*Booking date December 15*

### **APRIL/MAY**

Home & Garden

*Booking date February 16*

### **JUNE/JULY**

Cancer Care

*Booking date April 20*

### **AUGUST/SEPTEMBER**

Travel & Recreation

*Booking date June 15*

### **OCTOBER/NOVEMBER**

For the Love of Pets

*Booking date August 17*

### **DECEMBER/JANUARY**

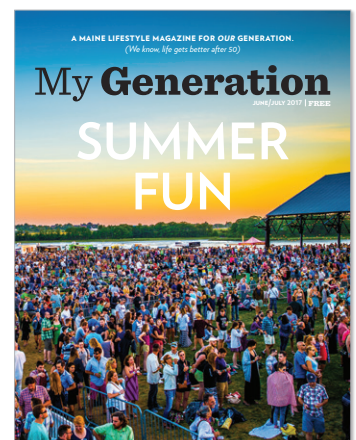
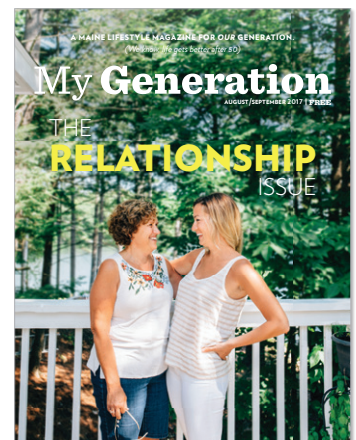
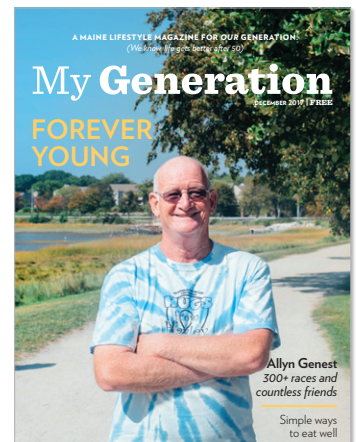
Forever Young

*Booking date October 19*

Creative materials due Tuesday after booking date.

Camera ready ads due Friday after booking date.

*\* Editorial Calendar is subject to change*



# Advertising Rates & Information

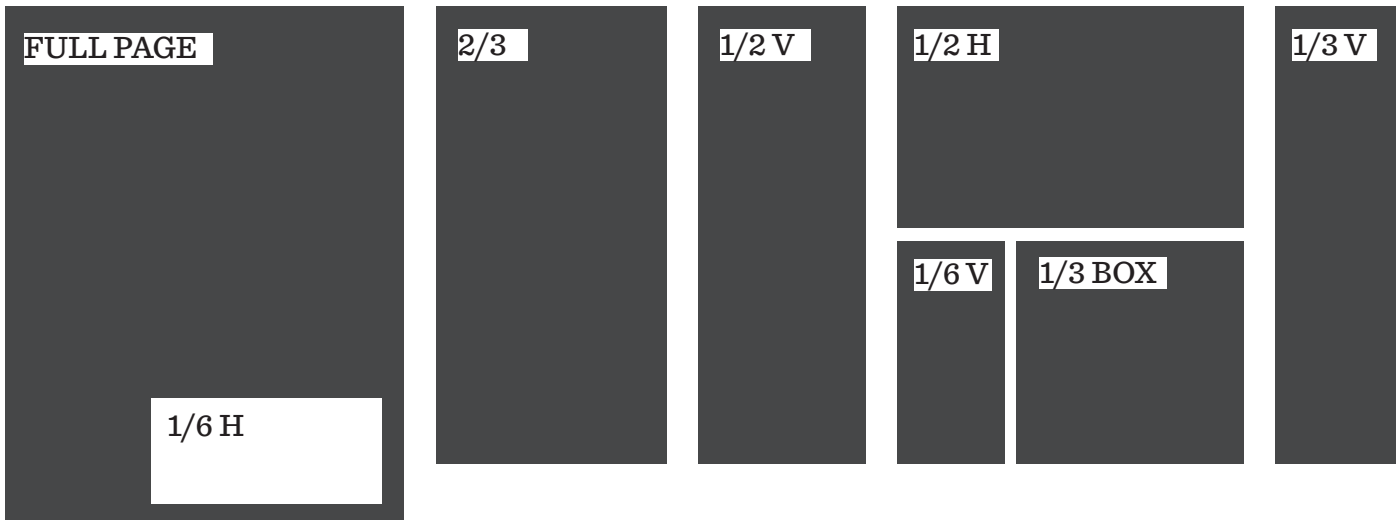
| SIZE                                              | IMAGE AREA                          | 6x     | 3x     | 1x     |
|---------------------------------------------------|-------------------------------------|--------|--------|--------|
| Full Page*                                        | 8.25"x10.875"                       | \$975  | \$1075 | \$1200 |
| 2/3 Page                                          | 4.917"x9.75"                        | \$800  | \$925  | \$1050 |
| 1/2 Page                                          | H: 7.5"x4.75"      V: 3.625"x9.75"  | \$575  | \$650  | \$775  |
| 1/3 Page                                          | Box: 4.917"x4.75"   V: 2.333"x9.75" | \$400  | \$475  | \$600  |
| 1/6 Page                                          | H: 4.917"x2.25"    V: 2.333"x4.75"  | \$225  | \$295  | \$400  |
| Premium Full Page<br>Page 2, 3, Inside Back, Back |                                     | \$1175 | \$1375 | \$1575 |

All advertising positions are reserved on a first come, first served basis. To guarantee position, other than premium spots, add 25% to the cost of the ads. All rates include full color.

Premium Positions include back page, page 2, page 3 and inside back cover.

\*With bleed: Add .375" to all sides

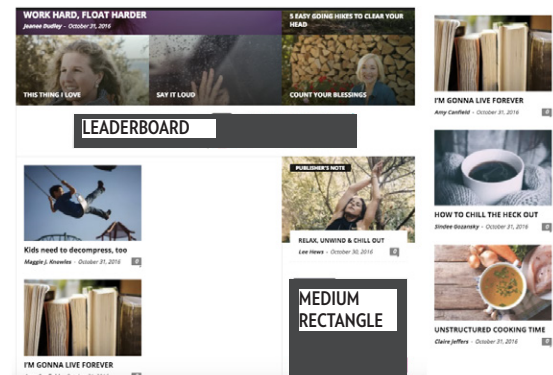
Camera ready ads should be submitted in high quality, 300 DPI, CMYK, PDF format.



## Digital Advertising

All digital files received must be in JPG, GIF or PNG formats.

- Leaderboard (728x90) — \$350
- Medium rectangle #1 (300x250) — \$150
- Medium rectangle #2 (300x250) — \$150



# My Generation

5 FUNDY ROAD, FALMOUTH, ME | 207.854.2577 | [mygenerationmaine.com](http://mygenerationmaine.com)

