

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

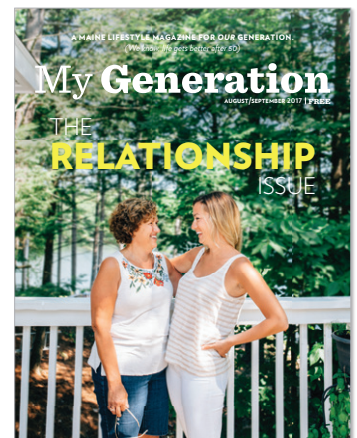
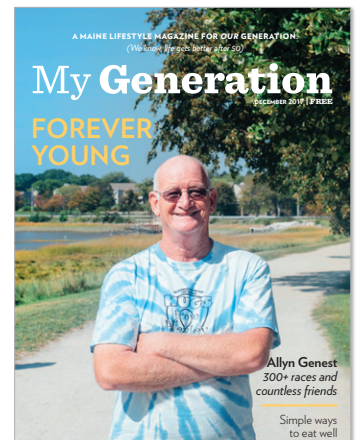
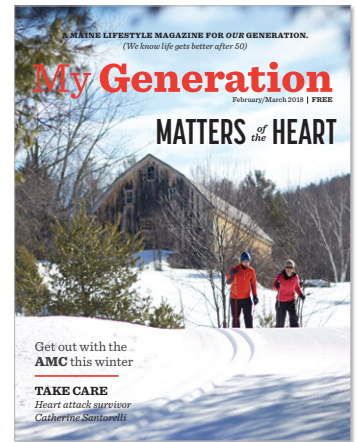
Forever Young

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

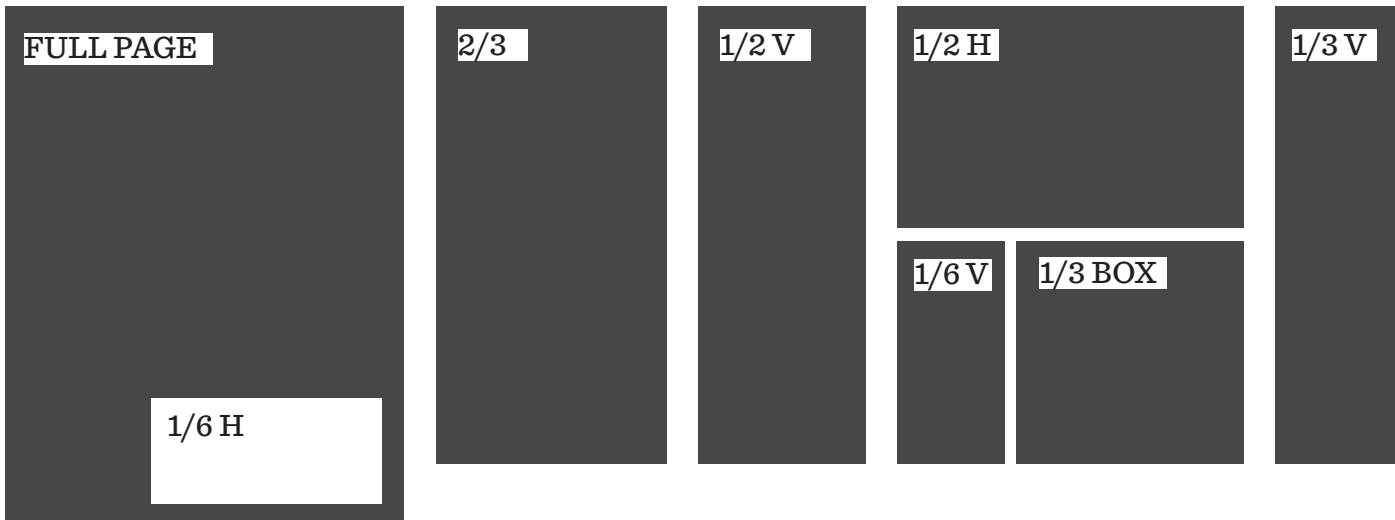
SIZE	IMAGE AREA	6x	3x	1x
Full Page*	8.25"x10.875"	\$975	\$1075	\$1200
2/3 Page	4.917"x9.75"	\$800	\$925	\$1050
1/2 Page	H: 7.5"x4.75" V: 3.625"x9.75"	\$575	\$650	\$775
1/3 Page	Box: 4.917"x4.75" V: 2.333"x9.75"	\$400	\$475	\$600
1/6 Page	H: 4.917"x2.25" V: 2.333"x4.75"	\$225	\$295	\$400
Premium Full Page 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 .125" to all sides

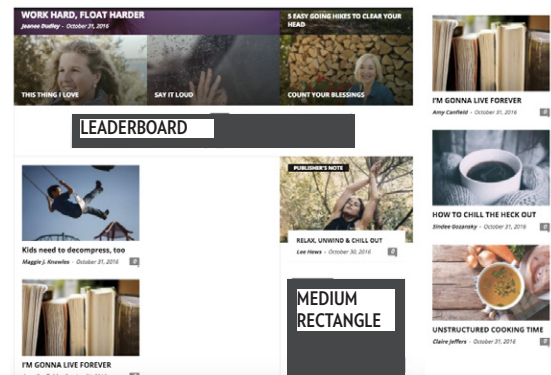
Camera ready ads should be submitted in high quality, 300 DPI, CMYK, PDF format.



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



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