

A T L A N T I C BUSINESS

Your **competitive** advantage.

RATES & SIZES

Net Advertising Rates

4 Color Offset	1X	3X	6X
Full Page	\$5250.00	\$4750.00	\$4500.00
2/3 Page	3950.00	3610.00	3375.00
1/2 Page	3140.00	2900.00	2650.00
1/3 Page	2325.00	2210.00	1975.00
1/6 Page	1150.00	1140.00	1140.00
IFC/IBC	5350.00	5125.00	4895.00
OBC	5595.00	5350.00	5150.00
DPS	8895.00	8500.00	7995.00
1/2 DPS	5950.00	5495.00	4895.00

Black/White	1X	3X	6X
Full Page	\$4500.00	\$4350.00	\$4125.00
2/3 Page	3495.00	3250.00	3025.00
1/2 Page	2450.00	2175.00	1975.00
1/3 Page	1625.00	1475.00	1375.00
1/6 Page	950.00	950.00	950.00
DPS	7595.00	7100.00	6650.00
1/2 DPS	4675.00	4225.00	3700.00

Ad Dimensions

DPS (Image Area)	15.250w	x	9.875h
DPS (Trimmed Area*)	16.250w	x	10.875h
1 Page (Image Area)	7.125w	x	9.875h
1 Page (Trimmed Area*)	8.125w	x	10.875h
2/3 Page (vertical)	4.625w	x	9.875h
1/2 DPS (Image Area)	15.250w	x	4.625h
1/2 DPS (Trimmed Area*)	16.250w	x	5.125h
1/2 Page (vertical)	4.625w	x	7.125h
1/2 Page (horizontal)	7.125w	x	4.875h
1/3 Page (vertical)	2.250w	x	9.875h
1/3 Page (horizontal)	4.625w	x	4.875h
1/6 Page (horizontal)	4.625w	x	2.250h
1/6 Page (vertical)	2.250w	x	4.875h

*Double Page Spreads (DPS), Junior Double Page Spreads (JDPS), Inside Front Cover (IFC), Inside Back Cover (IBC) and Outside Back Cover (OBC) are only available in colour. All measurements are in inches. Please add **1/4 inch bleed on all sides for trim adverts**. There should be no text within 1/4 inch of trim size listed above.