

USHPA Display Ad Rates & Sizes

All prices shown are per issue

4-COLOR ADS	1 ISSUE	2-3 ISSUES	4 ISSUES
Double Page	\$1,800	\$1,656	\$1,548
Full Page	\$990	\$911	\$851
1/2 Page Spread (Horizontal Only)	\$990	\$911	\$851
1/2 Page (Horizontal Only)	\$635	\$584	\$546
1/3 Page (Vertical Only)	\$490	\$451	\$421
1/4 Page (Square Only)	\$410	\$377	\$353
1/6 Page (Vertical Only)	\$300	\$276	\$258
Classified Display (Vertical Only)	\$150	\$138	\$129
1/2 Classified Display (Vertical Only)	\$100	\$92	\$86

SPECIAL POSITION ADS	1 ISSUE	2-3 ISSUES	4 ISSUES
*Back Cover	n/a	n/a	\$1,000
*Inside Front Cover	n/a	n/a	\$950
*Inside Back Cover	n/a	n/a	\$950
*Table of Contents	n/a	n/a	\$950
<i>*4x signed contract required. Other positions, by request. Add 10%</i>			

Display Advertising Physical Dimensions (in inches) at 300DPI

*For bleeds, add 1/4" to **ALL FOUR EDGES** of 1/3 page ads and larger.*

Advertisers should also be sure to set all important text and graphics a minimum of 1/4" within the trimmed size to prevent any accidental trimming of ad content.

Mechanical Requirements

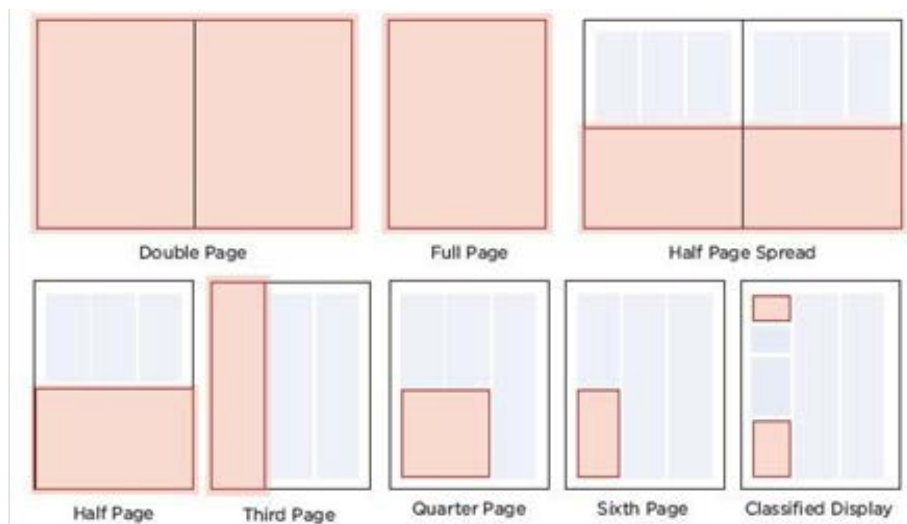
Page Width: 3 columns

Press Type: Heat-set web

Trimmed Size: 8-3/8" x 10-7/8"

Binding: Saddle Stitch

Screen: 150 line



Double Page	16-3/4 x 10-
Full Page	8-3/8 x 10-
1/2 Page Spread	16-3/4 x 5-
1/2 Page	8-3/8 x 5-1/4
1/3 Page	3 x 10-7/8
1/4 Page	4-5/8 x 4-5/8
1/6 Page	2-1/4 x 4-5/8
Classified	2 x 3
1/2 Classified	2 x 1-3/8