

Macrobiotics Today

Advertising Rates

Rate Card #17

Circulation

Advertising rates are based on an estimated readership of 10,000 readers. Single copies are \$6.95. Subscription price is \$25.00 per year. Published quarterly.

Ad Space Costs

Page size	1 time	2 times	4 times
Full Page	\$335	\$335	\$310
2/3	\$250	\$225	\$200
1/2	\$205	\$190	\$175
1/3	\$110	\$100	\$90
1/6	\$70	\$55	\$45
1/12	\$55	\$45	\$30

Note: Production charge estimates for non-camera-ready ads are available on request.

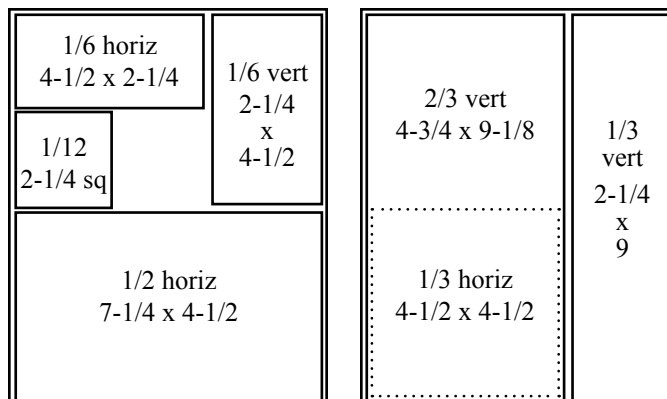
Specifications

- PDF (or other file) transfer of ad to gomf@earthlink.net preferred.
- All camera-ready advertising must be submitted to the exact size.
- Photostats, screens, and halftones are charged to the advertiser at cost.
- Black and white screens up to and including 100 line are usable.
- Page trim size: 8-7/16 x 11
- Each page is three columns; each column 2-1/4 inches wide.

Closing Dates

Issue	Reservation	Camera-ready
Winter 2017	Nov 11, 2016	Nov 25, 2016
Spring 2017	Feb 17, 2017	Feb 28, 2017
Summer 2017	May 17, 2017	May 31, 2017
Autumn 2017	Aug 17, 2017	Aug 31, 2017
Winter 2018	Nov 17, 2017	Nov 30, 2017

Ad Sizes: Full page ad 7-1/4 wide x 9 deep



Terms and Conditions

1. The publisher reserves the right to reject any advertising which is not in keeping with the publisher's standards.
2. New advertisers must prepay until credit is established. Foreign remittance must be made in U.S. funds drawn on a U.S. bank.
3. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
4. Positioning of advertisements is at the discretion of the publisher.
5. Advertising rates subject to change.

To place an ad or for further information call 530-566-9765 or email gomf@earthlink.net