

Voice of the Southwest Advertising Rate Card

Ad Frequency	Measurement (wXh)	1 time	2 times (6 months)	3 times	4 times (1 year)
Cost		per issue	per issue	per issue	per issue
Ad Size					
Full Page, No Bleed	7.375 x 9.875in	\$150	\$140	\$130	\$120
Full Page, Bleed	8.375 x 10.875in	\$165	\$155	\$145	\$135
2/3 page (h)	7.375 x 6.584in	\$100	\$95	\$90	\$85
2/3 page (v)	4.90 x 9.875in	\$100	\$95	\$90	\$85
½ page (h)	7.375 x 4.938in	\$75	\$70	\$65	\$60
½ page (v)	3.688 x 9.875in	\$75	\$70	\$65	\$60
1/3 page (h)	7.375 x 3.292in	\$67	\$64	\$60	\$57
1/3 page (v)	2.40 x 9.875in	\$67	\$64	\$60	\$57
¼ page (h)	7.383 x 2.47in	\$55	\$52	\$49	\$47
1/6 page (h)	4.94 x 2.47in	\$45	\$42	\$40	\$38
1/6 page (v)	2.35 x 4.94in	\$45	\$42	\$40	\$38
1/12 page	2.35 x 2.47in	\$30	\$28	\$26	\$25