

Internet GENEALOGY

Unit	Dimensions in Inches	1X	3X	6X
Full page	7 1/2 x 10 1/2	\$600	\$525	\$475
Full page bleed	8 1/4 x 10 7/8	\$600	\$525	\$475
1/2 page vertical	3 7/8 x 10 1/2	\$400	\$350	\$310
1/2 page horizontal	7 1/2 x 4 3/4	\$400	\$350	\$310
1/3 page vertical	2 1/4 x 10 1/2	\$240	\$215	\$195
1/3 page horizontal	7 1/2 x 3	\$240	\$215	\$195
1/4 page	3 1/2 x 4 3/4	\$180	\$160	\$150
1/6 page	2 1/4 x 4 3/4	\$130	\$120	\$110
1/9 page (marketplace - PREPAID)	2 1/4 x 3 1/8	\$75	\$60	\$50
Classifieds (up to 40 words - PREPAID)		\$30	\$30	\$30
Polybag Insert (subs copies)		From \$1,200 *		
Website		From \$150 per month		

* Rates depend on the number of pages and the additional costs incurred (such as extra postage)

Canadian advertisers, please add GST/HST

ADVERTISING SCHEDULE

Issue	Advertising Close	On Newsstands
Feb/Mar	December 1 st	February 1 st
Apr/May	February 15 th	April 1 st
Jun/Jul	April 15 th	June 1 st
Aug/Sep	June 15 th	August 1 st
Oct/Nov	August 15 th	October 1 st
Dec/Jan	October 15 th	December 1 st

Note: Where a date falls on a weekend or holiday, please adjust to the following Monday or the day after the holiday. Please confirm deadlines with your advertising representative. Schedule subject to change

CIRCULATION

- 9,700 average paid subscribers within Canada & United States
- 10,175 copies distributed to newsstands within Canada & United States
- 2,625 copies distributed as promotions

22,500 total print run per issue

MECHANICAL REQUIREMENTS

- File types:** High-resolution images (TIFF, JPEG, EPS or PDF), or Quark Xpress
- Method of printing:** 4 color web-offset process
- Method of binding:** saddle stitched with two staples
- Trim size:** 8" x 10 3/4"

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