

# RATES AND SPECS [PLEASE INQUIRE ABOUT DISCOUNT PACKAGES FOR MULTI BUYS]

## ➤ **OnlineSearcher 2021**

Prices quoted as four-color rates.

SIZE	1X INSERTION
Full-Page Spread (2 facing pages)	\$5,780
Full Page	\$2,890
Half-Page Horizontal	\$2,290

	DIMENSIONS
Trim Size	8-1/2"w x 11"h
Full-Page Spread w/ Bleed	17-1/2"w x 11-1/2"h
Full-Page Bleed w/Bleed	8-3/4"w x 11-1/4"h
Live Area for Full Page	8"w x 10-1/2"h (centered)
Half-Page	7"w x 4-1/2"h

### ONLINE SEARCHER

**Bleeds are available for Full Page and Full-Page Spread sizes only.**

**Bleed Sizes have included the addition of 1/4 inch to trim size on all sides.**

**If your ad *does not bleed* please use live area dimensions.**

Note: Important graphic elements and text should stay within the live area.

CLOSING DATES:	SPACE RESERVATIONS	AD MATERIALS DUE
Jan/Feb	11/20/20	11/30/20
March/April	2/1/21	2/4/21
May/June	4/1/21	4/6/21
July/August	6/2/21	6/7/21
Sep/Oct	8/2/21	8/5/21
Nov/Dec	10/1/21	10/6/21

### Advertising Regulations

- A 15% commission is paid to recognized agencies.
- Advertisers using multi-buy rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
- All advertising is subject to the publisher's approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.

### Cancellations

- Cancellations must be made in writing 30 business days prior to material deadlines.  
**Cover and premium positions are noncancelable.**

### Premium for Covers

- \$550

### Special Positions

- A 20% premium.

**For more information on advertising with us, contact:**

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