

# Family Chronicle

## 2010 ADVERTISING RATES

Unit	Dimensions in Inches	1X	3X	6X
Full page	7 1/2 x 10 1/2	\$1000	\$875	\$775
Full page bleed	8 1/4 x 10 7/8	\$1000	\$875	\$775
1/2 page vertical	3 7/8 x 10 1/2	\$680	\$595	\$535
1/2 page horizontal	7 1/2 x 4 3/4	\$680	\$595	\$535
1/3 page vertical	2 1/4 x 10 1/2	\$410	\$370	\$325
1/3 page horizontal	7 1/2 x 3	\$410	\$370	\$325
1/4 page	3 1/2 x 4 3/4	\$300	\$270	\$240
1/6 page	2 1/4 x 4 3/4	\$125	\$110	\$100
Polybag Insert (subs copies)			From \$1,200 *	
Website			From \$150 per month	

\* Rate depends 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
Jan/Feb	November 15, 2010	January 1 <sup>st</sup>
Mar/Apr	January 15, 2011	March 1 <sup>st</sup>
May/June	March 15, 2010	May 1 <sup>st</sup>
Jul/Aug	May 15, 2010	July 1 <sup>st</sup>
Sep/Oct	July 15, 2010	September 1 <sup>st</sup>
Nov/Dec	September 15, 2010	November 1 <sup>st</sup>

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

USA	Canadian
7,394 paid subscribers	1,416 paid subscribers
<u>6,800</u> copies distributed to newsstands	<u>1,500</u> copies distributed to newsstands
<b>14,194 Total USA distribution</b>	<b>2,916 Total Canadian distribution</b>

18,000 total print run per issue

### MECHANICAL REQUIREMENTS

**File types:** high-resolution images: PDF is preferred but we also accept TIFF, JPEG, or EPS.  
**Method of printing:** four-color web-offset process  
**Method of binding:** saddle stitched with two staples  
**Trim size:** 8" x 10<sup>3</sup>/<sub>4</sub>". Allow 1/8" extra bleed beyond trim measurements for bleed-type ads.

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