

To:



ADVERTISE IN THE... THE COOLING JOURNAL

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DEADLINES

JAN/FEB

AD DEADLINE: January 20

EST. DELIVERY: Mid February

MAR/APR

AD DEADLINE: March 23

EST. DELIVERY: Early April

MAY/JUNE

AD DEADLINE: May 18

EST. DELIVERY: Early June

JULY/AUG

AD DEADLINE: July 20

EST. DELIVERY: Early August

SEPT/OCT

AD DEADLINE: September 21

EST. DELIVERY: Early October

NOV/DEC

AD DEADLINE: November 23

EST. DELIVERY: Early December

SPECIFICATIONS

COLOR SPACE: Full Color

BINDING: Saddle-Stitch

TRIM SIZE: 8.375" x 10.875"

FOR MORE INFORMATION

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AD RATES All rates listed are per issue


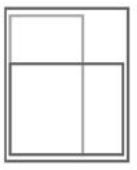
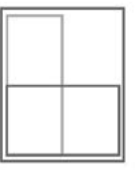
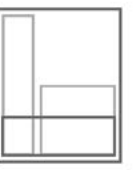
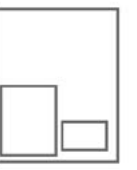

COLOR ADS	1-2 ISSUES	3-5 ISSUES	6 ISSUES	WEB LINK
Full Page	\$2,495	\$2,349	\$2,198	\$169
2/3 Page – Vertical, Horizontal	\$1,900	\$1,798	\$1,667	\$169
1/2 Page – Vertical, Horizontal, Island	\$1,603	\$1,509	\$1,414	\$169
1/3 Page – Vertical, Horizontal, Square	\$1,188	\$1,117	\$1,048	\$169
1/4 Page	\$623	\$583	\$551	\$169
1/6 Page	\$419	\$360	\$339	\$169
Business Card	\$238	\$227	\$211	\$169

All rates listed are per issue

DIGITAL BANNER	1 ISSUE	6 ISSUES	WEB LINK	AD SPECS
Exclusive (2 Banners)	\$999	\$899	INCLUDED	Two @ 833 x 3583 pixels
Full Side Banner	\$579	\$499	INCLUDED	833 x 3583 pixels
Double Box	\$429	\$399	INCLUDED	833 x 2363 pixels
Single Box	\$299	\$249	INCLUDED	833 x 1146 pixels

*2 banners available or up to 6 single box ads available

AD SPECS

					
FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/6 PAGE
W/ BLEED 8.625" wide by 11.125" tall	VERTICAL 4.75" wide by 10" tall	VERTICAL 3.625" wide by 10" tall HORIZONTAL 7.5" wide by 5" tall	VERTICAL 2.5" wide by 10" tall HORIZONTAL 7.5" wide by 3.125" tall	VERTICAL 4.75" wide by 10" tall	VERTICAL 2.375" wide by 4.625" tall
W/O BLEED 8" wide by 10.5" tall	HORIZONTAL 7.5" wide by 6.5" tall	ISLAND 4.75" wide by 7.5" tall	SQUARE 4.75" wide by 4.4" tall	BUSINESS CARD 3.5" wide by 2" tall	HORIZONTAL 4.625" wide by 2.375" tall