

# Q1 Advertising Rates & Deadlines At-A-Glance

## Advertising Deadlines

Publication Date	Space Reservation & Copy Deadline
March 2011	Feb. 15, 2011
April 2011	March 15, 2011
May 2011	April 15, 2011
June 2011	May 15, 2011
July 2011	June 15, 2011
August 2011	July 15, 2011
September 2011	Aug. 15, 2011
October 2011	Sept. 15, 2011
November 2011	Oct. 15, 2011
December 2011	Nov. 15, 2011
January 2012	Dec. 15, 2011
February 2012	Jan. 15, 2012
March 2012	Feb. 15, 2012

## Advertising Page Units

1. Full Page
2. 2/3 Vertical
3. 1/2 Vertical
4. 1/2 Horizontal
5. 1/3 Vertical
6. 1/3 Square
7. 1/6 Vertical
8. 1/6 Horizontal

## Contact Us

For more information, please contact your marketing representative.

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INSIDE COLUMBIA'S  
**prime**  
 magazine

An Inside Columbia magazine publication  
 301 W. Broadway • Columbia, MO 65203  
[www.PrimeMagazineOnline.com](http://www.PrimeMagazineOnline.com)

## Mechanical Specifications & Advertising Rates

Ad Size	Mechanical Specifications	Open (Trade)	1 x Contact*
1 Full Page	Nonbleed: 7.5" x 10" Bleed: 8.75" x 11.25"	\$1,230	\$660
2 2/3 Vertical	4.875" x 10"	\$990	\$550
3 1/2 Vertical	4.875" x 7.375"	\$855	\$440
4 1/2 Horizontal	7.5" x 4.875"	\$680	\$390
5 1/3 Vertical	2.375" x 10"	\$495	\$305
6 1/3 Square	4.875" x 4.875"	\$420	\$265
7 1/6 Vertical	2.375" x 4.875"	\$345	\$215
8 1/6 Horizontal	4.875" x 2.375"	\$330	\$195

Rates effective 04/01/11