



2023 RECORD ADVERTISING RATES

Advertisement	2023
Outside Back Cover	\$3,015
Inside Back Cover	\$2,530
Full Page	\$2,415
Half Page	\$1,500
Quarter Page	\$915
DISCOUNTS	
Frequency A	15% for 6x/year
Frequency B	10% for 3x/year or more

Advertisement Size:	Width:	Height:
Outside Back cover		
Bleed	8.375 in.	9.0425 in.
trimmed 3 sides (actual page size)	8.125 in.	8.9717 in.
Full Page	7.125 in.	9 in.
Half Page		
vertical	3.4792 in.	9 in.
horizontal	7.125 in.	4.33 in.
Quarter Page	3.4792 in.	4.4167 in.

For deadlines and information, please contact Brad Ecord, Ad Manager, at becord@swuc.org.