

COLUMBIA JOURNALISM REVIEW



2012 ADVERTISING RATES

BLACK & WHITE	ONE TIME	THREE TIMES	SIX TIMES
Spread	\$10,500	\$9,450	\$8,400
Full Page	6,600	5,940	5,280
2/3 Page	4,950	4,450	3,960
1/2 Page	3,950	3,550	3,160
1/3 Page	2,975	2,675	2,380
1/6 Page	1,650	1,480	1,320
COLOR			
Spread	11,550	10,390	9,240
Back Cover	8,700	7,830	6,960
Cover 2	7,975	7,175	6,380
Full Page	7,250	6,525	5,800
2/3 Page	5,450	4,900	4,360
1/2 Page	4,350	3,910	3,480
1/3 Page	3,275	2,950	2,620
1/6 Page	1,815	1,625	1,450

Frequency discounts: 10% off for three insertions, and 20% off for six insertions in a twelve month period.

AD SIZES (all dimensions in inches)

Full Page (bleed)	8.125 x 10.875
Full Page No Bleed	6.875 x 9.625
Trim	7.875 x 10.625
2/3 Page	4.5 x 9.625
1/2 Page (horizontal)	6.875 x 4.75
1/3 Page (square)	4.5 x 4.75
1/3 Page (vertical)	2.25 x 9.625
1/6 Page	2.25 x 4.75