

Advertising Rates & Specifications

Closing dates for Ad Copy

Winter Issue: December 1
Spring Issue: March 1
Summer Issue: June 1
Fall Issue: September 1

Magazine Mailing Dates

January 15
April 15
July 15
October 15

Black & White Ads

Full-Page: \$300
Half-Page: \$175
Quarter-Page: \$ 90
Business Card: \$ 35

Color Ads

One Issue Four Issues

| | | |
|---------------------|---------|---------|
| Center-Fold: | \$1,950 | \$1,775 |
| Outside Back Cover: | \$1,200 | \$1,000 |
| Inside Covers: | \$1,050 | \$ 900 |
| Full-Page: | \$ 850 | \$ 775 |
| Half-Page: | \$ 400 | \$ 350 |
| Quarter-Page: | \$ 165 | \$ 135 |
| Business Card: | \$ 35 | \$ 35 |

Specifications

Full-Page Bleed Centerfold:

17-1/4 x 11-1/4" (1/8" bleed on all sides; no text within 1/8" of the 11 x 17 trim area.)

Full-Page Bleed:

8-3/4 x 11-1/4" (1/8" bleed on all side; no text within 1/8" of the 8-1/2 x 11 trim area.)

Full-Page Non-Bleed:

7-1/2 x 10"

Half-Page Vertical Non-Bleed:

3-5/8 x 10"

Half-Page Horizontal Non-Bleed:

7-1/2 x 4-7/8"

Quarter-Page:

3-5/8 x 4-7/8"

Business Card:

1-7/8 x 3-1/2"

Mailing/Shipping Address

Rob Kassab
160 W Camino Real #177
Boca Raton, FL 33432
561-866-4532
rob@robkassab.com

Classified Ads for non-members are \$1.00 per word, at a minimum charge of \$35 (a word or character that necessitates a space on either side to be readable).

Special Mailing Inserts: Auction flyers, brochures, etc., must be Winchester-related and sent to our office for distribution. Please contact us for a price quote including postage/handling instructions. We do not distribute our membership list.