

# Genii, The Conjurers' Magazine

## 2016/2017 Advertising Information

### RATES AND SIZES

	<b>Contract Ad Prices:</b> (12/month or 6 month)	<b>One Time Ad Prices:</b> (monthly)
Inside front, inside back, and back page are premium 4-color pages: \$660 (Contract Rate not available)		
Full page	\$468 4-color	\$510 4-color
Half page, vertical	\$262 4-color	\$285 4-color
Half page, horizontal	\$262 4-color	\$285 4-color
Quarter page	\$170 4-color	\$185 4-color
One-eighth page (Business Card Size)	\$106 4-color	\$115 4-color
<b>Column inches:</b>		
One inch	\$36 4-color	\$40 4-color

The above prices include a \$10 fee for live links of your advertising in our digital edition. Ads must be in Text-Searchable PDF format ONLY. All fonts must be embedded, convert all color to CMYK. Before submitting your ad, make certain your PDF is text searchable by opening it in Acrobat and “finding” your URL and/or email address.

### Deadlines

**It is recommended to reserve ad space well in advance of deadline.** Please submit your ad per our 2015/16 advertising specifications (see note above). **Ad Order Form** and **Payment** must be received by closing date. Below are ad submission deadlines for the coming months:

<b>Issue:</b>	<b>Ad Submission dates:</b>
January 2017	November 21, 2016
February 2017	December 22, 2016
March 2017	January 24, 2017
April 2017	February 23, 2017
May 2017	March 24, 2017
June 2017	April 24, 2017
July 2017	May 23, 2017
August 2017	June 23, 2017
September 2017	July 24, 2017
October 2017	August 23, 2017
November 2017	September 25, 2017
December 2017	October 25, 2017

### Contract Advertising

**Advertising Contracts. Option 1:** 12 month contract advertising—last month of your advertising contract is free (discount given immediately for all ads throughout the contract period). **Option 2:** Bi-monthly contract

advertising, the 6<sup>th</sup> ad at half price . The contract applies for the same size ad for either contract. Advertisers may submit new content as they wish. Payment will be made monthly.