

2012 DELL HOROSCOPE ADVERTISING RATES

5 Cost-effective ways to reach your target audience!

- 1. PRINT — Display Advertising:** 1/4 vertical column to full-page, black-ink interiors **AND** 4 color covers available—prime exposure to your best prospects!
- 2. PRINT — Classified Display Advertising:** *You design it!* A 1- or 2-inch ad including a border and graphic—eye-catching option in the classified section! With your print ad purchase, place your classified display ad on **DellHoroscope.com** for just \$30 additional. *Let us create your ad—just \$30 more.*
- 3. PRINT — Classified Word Advertising:** Pay per word. Our most affordable exposure delivers your message for just a few pennies per hundred readers!
- 4. WEBSITE — DellHoroscope.com Classifieds:** Your classified display ad under the classified tab.
- 5. WEBSITE — DellHoroscope.com HOME PAGE:** A vertical banner ad on **DellHoroscope.com**.

1. Print Display Advertising

Black Ink Space	Size	Issue Rate
Full Page	5 7/8" x 8 1/2"	\$1100
Full Page, Bleed	5 7/8" x 8 1/2"	\$1200
3/4 horizontal	4 7/8" x 5 7/8"	\$800
2/3 horizontal	4 7/8" x 5 1/8"	\$700
1/2 horizontal	4 7/8" x 3 3/4"	\$600
1/2 vertical	2 3/8" x 7 5/8"	\$600
1/4 vertical	2 3/8" x 3 3/4"	\$350
Inside front cover	5 7/8" x 8 1/2"	\$1250
Inside back cover	5 7/8" x 8 1/2"	\$1250
4-Color Covers		
Inside front cover	5 7/8" x 8 1/2"	\$1400
Inside back cover	5 7/8" x 8 1/2"	\$1400
Back cover	5 7/8" x 8 1/2"	\$1600

2. Print Classified Display Advertising

Cost per inch:	1 Issue	3 Issues*
(minimum: 1 inch)	\$120	\$110 per issue
(maximum: 2 inches)		
Column width: 2 7/16 inches		

* In order to earn the 3-time rate, ads must be pre-paid at the time of order. If ad is cancelled, credit will be based on frequency rate earned.

Place your ad in the classified section on our website, **DellHoroscope.com**: just \$30 with your print ad.

Payment Information

All ads must be prepaid. Make check or money order payable to Dell Magazines. We accept Visa, MC, AMEX, and Discover. Payments must be in U.S. funds.

3. Print Classified Word Advertising

Cost per word:	1 Issue	3 Issues*
(10 word minimum)	\$3.95 per word	\$3.60 per word

* For the 3 issue rate, all 3 placements must be pre-paid at the time of order. If the ad is cancelled, credit will be based on frequency rate earned.

Counting Words:

Every word is counted – no matter how many letters in the word. No charge for punctuation.

Counts as 1 word; initials, abbreviations, dollar amounts, ZIP codes, phone numbers, and cities and states.

Counts as 3 words; Internet and E-mail addresses.

Style: All ads are set the same. The lead phrase is set in bold caps. No illustrations or borders on word ads. We do not accept other type variations.

4. Website - DellHoroscope.com Classifieds

Cost per inch:	1 month	3 months*
(minimum: 1 inch)	\$120	\$110 per month
(maximum: 3 inches)		

5. Website - DellHoroscope.com Vertical Banner Ad

Cost per month:	1 month	3 months*
	\$250	\$200 each

* In order to earn the 3-time rate, ads must be pre-paid at the time of order. If an ad is cancelled, credit will be based on times ran.