

2012 ADVERTISING RATES

4 Cost-effective ways to reach your target audience!

- 1. PRINT - Display Advertising:** 1/2 horizontal page to a full-page, black-ink interiors **AND** inside front and back covers including 4-color cover 4—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! *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 - Alfred/Ellery HOMEPAGE:** A vertical banner ad on either homepage.

1. Print - Display Advertising

Space	Size	One title	Both titles
Interior, Full Page	5 7/8" x 8 1/2"	\$1000	\$1800
Full Page, bleed	5 7/8" x 8 1/2"	\$1200	\$2160
1/2 horizontal	4 7/8" x 3 3/4"	\$600	\$1080
Cover 2 (black ink)	5 7/8" x 8 1/2"	\$1400	\$2520
Cover 3 (black ink)	5 7/8" x 8 1/2"	\$1400	\$2520
4-color Cover 4 (full bleed)	5 7/8" x 8 1/2"	\$1800	\$3240

2. Print - Classified Display Ad (both titles)

Cost per inch: (minimum: 1 inch) (maximum: 2 inches) Column width: 2 7/16 inches	1 Issue	3 Issues*
	\$125	Buy 2, get 1 FREE!

* 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.

Payments

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 Ad (both titles)

Cost per word: (10 word minimum)	1 Issue	3 Issues*
	\$3.95/word	Buy 2, get 1 FREE!

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 - Vertical Banner Ad

Cost per page:	1 month	3 months*
	\$250	\$635

* 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.

2012 Schedule

Ellery Queen	Alfred Hitchcock	Order Closing	On Sale	Ellery Queen	Alfred Hitchcock	Order Closing	On Sale
January	Jan/Feb	08/04	11/08	July	July/August	02/02	05/08
February	March	09/15	12/20	August	September	03/15	06/19
March/April	April	10/20	01/24	Sept/Oct	October	04/19	07/24
May	May	11/24	02/28	November	November	05/24	08/28
June	June	12/29	04/03	December	December	06/28	10/02