

# bulletin 2021 Rates

## DISPLAY ADS

### Standard placement rates

Ad Unit (4C)	1x	3x	6x	11x
Full Page	\$2,350	\$2,280	\$2,245	\$2,170
Half Page Horizontal	\$1,945	\$1,925	\$1,890	\$1,845
Half Page Vertical	\$1,945	\$1,925	\$1,890	\$1,845
Third Page Vertical	\$1,870	\$1,830	\$1,790	\$1,745
Quarter Page	\$1,130	\$1,095	\$1,070	\$1,045
Sixth Page	\$495	\$470	\$420	\$395

### Premium placement rates

Ad Unit (4C)	1x	3x	6x	11x
Four-Page Insert*	\$7,430	\$7,145	\$7,010	\$6,735
Two-Page Insert*	\$4,225	\$4,065	\$3,985	\$3,830
Cover Tip*	\$5,325	\$5,125	\$5,020	\$4,830
Back Cover	\$3,520	\$3,420	\$3,375	\$3,250
Inside Front Cover	\$3,165	\$3,075	\$3,035	\$2,925
Inside Back Cover	\$3,055	\$2,960	\$2,925	\$2,815
Opposite President's Page	\$2,935	\$2,855	\$2,805	\$2,710
Opposite Table of Contents	\$2,935	\$2,855	\$2,805	\$2,710

## CLASSIFIED ADS

Ad Unit (B&W)**	1x	3x	6x	11x
Full Page	\$1,535	\$1,465	\$1,440	\$1,360
Half Page Horizontal	\$1,145	\$1,120	\$1,090	\$1,050
Half Page Vertical	\$1,145	\$1,120	\$1,090	\$1,050
Quarter Page	\$985	\$935	\$865	\$805

Issues mail the first week of each month.  
\*Advertiser provides printed materials.  
\*\*4C available for a \$435 charge.



### COVER TIP

Be the first brand readers see with a cover tip that captures their attention.

**1X rate: \$5,325 plus production**

### INSERTS

Stand out in the *Bulletin* with an insert that showcases your brand and carries your message.

**Four-Page, 1X: \$7,430 plus production**

**Two-Page, 1X: \$4,225 plus production**

Publication dates	Space close	Materials due
February	Dec. 23, 2020	Jan. 4, 2021
March	Jan. 25, 2021	Feb. 1, 2021
April	Feb. 22, 2021	March 1, 2021
May	March 22, 2021	March 29, 2021
June	April 19, 2021	April 26, 2021
July	May 17, 2021	May 24, 2021
August	June 21, 2021	June 28, 2021
September	July 19, 2021	July 26, 2021
October	Aug. 23, 2021	Aug. 30, 2021
November	Sept. 20, 2021	Sept. 27, 2021
Dec. 2020/ Jan. 2021	Oct. 21, 2021	Oct. 28, 2021

Publication dates	Space close	Materials due
February	Jan. 11, 2021	Jan. 15, 2021
March	Feb. 8, 2021	Feb. 12, 2021
April	March 9, 2021	March 12, 2021
May	April 5, 2021	April 9, 2021
June	May 3, 2021	May 7, 2021
July	May 29, 2021	June 4, 2021
August	July 5, 2021	July 9, 2021
September	Aug. 2, 2021	Aug. 6, 2021
October	Sept. 6, 2021	Sept. 10, 2021
November	Oct. 4, 2021	Oct. 8, 2021
Dec. 2020/ Jan. 2021	Nov. 4, 2021	Nov. 10, 2021

All rates are net. No agency discounts apply. Cancellations are non-refundable.

Contact your account manager to reserve your preferred placement.

**Suzee Dittberner**  
913-344-1420  
[sdittberner@ascendmedia.com](mailto:sdittberner@ascendmedia.com)