



# THE ISMICS INSIDER

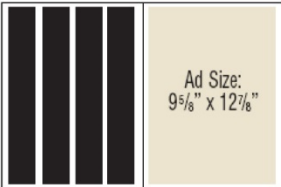
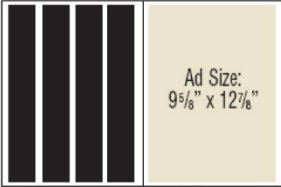
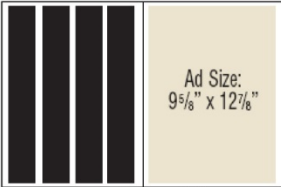


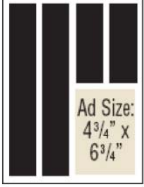


## 2017 RATE CARD

Submission  
Deadline:  
**15 May 2017**

Send all digital files to:  
ISMICS  
Attn: Lorraine O'Grady  
500 Cummings Center  
Suite 4550  
Beverly, Massachusetts 01845  
U.S.A.  
Email: [logrady@pri.com](mailto:logrady@pri.com)  
Phone: 001.978.927.8330

**All Options Are 4-Color  
PDFs Required**  
All files must be 100%  
Digital Files will not be altered

ISMICS accepts CD-ROM or  
the file may be emailed subject to file size  
(Contact Lorraine O'Grady at ISMICS prior to emailing of files)

<u>Option</u>	<u>Rate</u>	<u>Mechanical Specifications</u>
Back Cover	\$ 5,000 USD \$10,000 USD (all issues)  <i>Includes Editorial at 500 words maximum.</i>	 <p>Ad Size: 9<sup>5</sup>/<sub>8</sub>" x 12<sup>7</sup>/<sub>8</sub>"</p> <p>Bleed Size: 10<sup>3</sup>/<sub>4</sub>" x 14<sup>1</sup>/<sub>4</sub>" Trim Size: 10<sup>1</sup>/<sub>2</sub>" x 14"</p>
Inside Covers	\$ 4,000 USD \$ 8,000 USD (all issues)  <i>Includes Editorial at 500 words maximum.</i>	 <p>Ad Size: 9<sup>5</sup>/<sub>8</sub>" x 12<sup>7</sup>/<sub>8</sub>"</p> <p>Bleed Size: 10<sup>3</sup>/<sub>4</sub>" x 14<sup>1</sup>/<sub>4</sub>" Trim Size: 10<sup>1</sup>/<sub>2</sub>" x 14"</p>
Full Page	\$ 2,000 USD \$ 4,000 USD (all issues)  <i>Includes Editorial at 500 words maximum.</i>	 <p>Ad Size: 9<sup>5</sup>/<sub>8</sub>" x 12<sup>7</sup>/<sub>8</sub>"</p> <p>Bleed Size: 10<sup>3</sup>/<sub>4</sub>" x 14<sup>1</sup>/<sub>4</sub>" Trim Size: 10<sup>1</sup>/<sub>2</sub>" x 14"</p>
Half Page	\$ 1,000 USD \$ 2,000 USD (all issues)  <i>Includes Editorial at 500 words maximum.</i>	<p><b>1/2 Vertical Page</b>      <b>1/2 Horizontal Page</b></p>  <p>Ad Size: 4<sup>3</sup>/<sub>4</sub>" x 12<sup>7</sup>/<sub>8</sub>"</p>  <p>Ad Size: 9<sup>5</sup>/<sub>8</sub>" x 6<sup>3</sup>/<sub>4</sub>"</p>
Quarter Page	\$ 500 USD \$1,000 USD (all issues)	<p><b>1/4 Vertical Page</b>      <b>1/4 Horizontal Page</b>      <b>1/4 Page Column</b></p>  <p>Ad Size: 4<sup>3</sup>/<sub>4</sub>" x 6<sup>3</sup>/<sub>4</sub>"</p>  <p>Ad Size: 7<sup>1</sup>/<sub>8</sub>" x 4<sup>1</sup>/<sub>2</sub>"</p>  <p>Ad Size: 2<sup>1</sup>/<sub>8</sub>" x 12<sup>7</sup>/<sub>8</sub>"</p>

*Special sizing consideration will be given to previously prepared artwork*