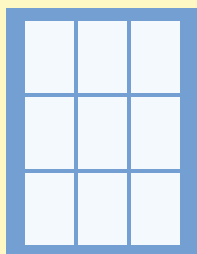
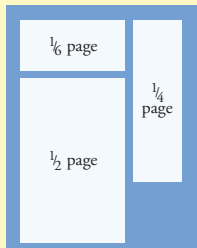
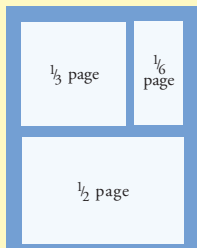
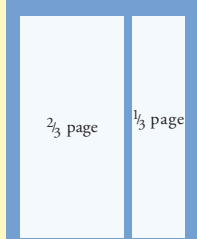
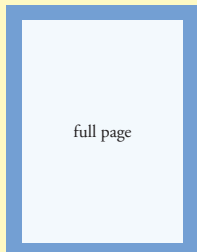


2010 Display Advertising



Display Ad Sizes	width	x height
Full page*	8 ³ / ₈ "	x 10 ⁷ / ₈ "
(suggested full page live area)	7 ³ / ₈ "	x 9 ⁷ / ₈ "
2/3 page vertical	4 ⁹ / ₁₆ "	x 9 ¹ / ₈ "
1/2 page vertical	4 ⁹ / ₁₆ "	x 6 ¹³ / ₁₆ "
1/2 page horizontal	7"	x 4 ¹ / ₂ "
1/3 page vertical	2 ¹ / ₈ "	x 9 ¹ / ₈ "
1/3 page square	4 ¹ / ₂ "	x 4 ¹ / ₂ "
1/4 page vertical	2 ¹ / ₈ "	x 6 ⁵ / ₁₆ "
1/6 page vertical	2 ¹ / ₈ "	x 4 ¹ / ₂ "
1/6 page horizontal	4 ⁹ / ₁₆ "	x 2 ³ / ₁₆ "

***Note:** Actual size of *The Progressive* magazine is **8³/₈" x 10⁷/₈"**. Please set up your Quark Document as this size for full-page ads. Text should not extend outside the suggested live area (**7³/₈" x 9⁷/₈"**). For full-page bleeds, please leave at least **1/4" on each side.**

Electronic files are preferred. All files must be Macintosh format in either QuarkXpress, TIFF or EPS. All fonts and linked artwork must be included. Files may be submitted on CD or by email. If you wish to send an ad via FTP please contact erika@progressive.org.

The Progressive cannot be responsible for ads that do not follow these specifications. If *The Progressive* needs to do extra work to prepare the ad, clients may be charged an additional fee.

Marketplace

1/9 Page : 2 1/4" wide x 2 7/8" tall

1x	3x	6x	12x
\$250	\$200	\$175	\$150

2010 Display Advertising Rates

AD SIZE		1X	3X	6X	12X
Back Cover	4c	3900	3315	2925	2535
Inside Front Cover	4c	3300	2805	2475	2145
	B&W	3150	2678	2363	2048
Inside Back Cover	4c	3300	2805	2475	2145
	B&W	3150	2678	2363	2048
Full page 3 (RH)	4c	3150	2678	2363	2048
	B&W	2750	2338	2063	1788
Full Page	4c	2900	2465	2175	1885
	B&W	2500	2125	1875	1625
2/3 page	4c	2500	2125	1875	1625
	B&W	1950	1658	1463	1268
1/2 page	4c	1850	1573	1388	1203
	B&W	1700	1445	1275	1105
1/3 page	4c	1650	1403	1238	1073
	B&W	1275	1084	956	829
1/4 page	4c	1250	1063	938	813
	B&W	975	829	731	634
1/6 page	4c	1025	871	769	666
	B&W	775	659	581	504

Please inquire about discounted rates for nonprofits, universities and publishers

2010 Advertising Schedule

ISSUE	RESERVATION DUE	MATERIAL DUE
February	12/16/09	12/18/09
March	1/27/10	1/29/10
April	2/24/10	2/26/10
May	3/24/10	3/26/10
June	4/21/10	4/23/10
July	5/26/10	5/28/10
August	6/23/10	6/25/10
September	7/21/10	7/23/10
October	8/18/10	8/20/10
November	9/22/10	9/24/10
December/January*	10/27/10	10/29/10

*Includes "Our Favorite Books of 2010" editorial

Classified advertising info available upon request.

PREPRINTED INSERTS: Rates available upon request

Copy and contract regulations

Cancellations: Cancellations of reserved advertising space will not be accepted after the space reservation deadline.

Terms: Net 30 days.

Agency commission: A 15% (off gross) commission will be paid to recognized advertising agencies for performance of regular agency functions, including furnishing of press-ready (digital) ads and accepting payment liability for ad placements.

- All rates are gross.
- Advertising rates are subject to change. Rates are guaranteed for the duration of the contract.
- Advertiser and/or agency represents that it has full power to authorize publication of advertisement(s).
- Frequency discounts are granted to all contract advertisers. Advertisers must fulfill the obligations of their contracts within one year. The rate card effective at the time a contract is signed will apply to all insertions under that contract.
- Guaranteed placement is available for a 10% surcharge (based upon availability).
- Advertising materials will not be returned unless requested.

For more information, contact: Erika Baer, Advertising Director, 608.257.4626, erika@progressive.org