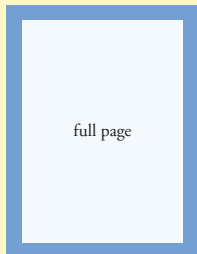
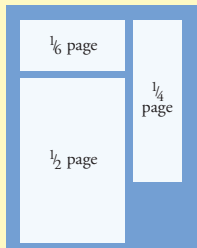
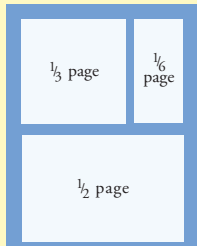
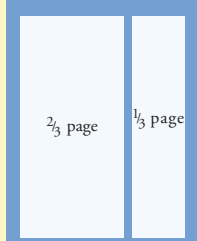


# 2012 Display Advertising Nonprofits, Universities, and Publishers



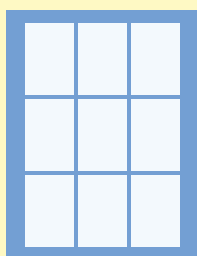
Display Ad Sizes	width	x	height
Full page*	8 <sup>3</sup> / <sub>8</sub> "	x	10 <sup>7</sup> / <sub>8</sub> "
(suggested full page live area)	7 <sup>3</sup> / <sub>8</sub> "	x	9 <sup>7</sup> / <sub>8</sub> "
2/3 page vertical	4 <sup>9</sup> / <sub>16</sub> "	x	9 <sup>1</sup> / <sub>8</sub> "
1/2 page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



**\*Note:** Actual size of The Progressive magazine is **8 3/8" x 10 7/8"**. Please set up your document as this size for full-page ads. Text should not extend outside the suggested live area (**7 3/8" x 9 7/8"**). For full-page bleeds, please add at least **1/4"** on each side, for a total size of 8.875"x 11.375".

**Electronic files are preferred.** PDF files must be PDF-X1A format. We also accept Macintosh QuarkXpress, TIFF or EPS files. 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	\$150	\$100

**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.

## 2012 Display Advertising Rates

AD SIZE		1x	3x	6x	12x
Back Cover	4c	2750	2300	2000	1750
Inside Front Cover	4c	2350	2000	1700	1500
	B&W	2200	1850	1600	1400
Inside Back Cover	4c	2350	2000	1700	1500
	B&W	2200	1850	1600	1400
Full Page	4c	2000	1700	1500	1300
	B&W	1750	1500	1300	1100
2/3 page	4c	1750	1500	1300	1100
	B&W	1400	1200	1000	850
1/2 page	4c	1300	1100	950	800
	B&W	1150	1000	850	700
1/3 page	4c	1150	1000	850	700
	B&W	900	800	700	600
1/4 page	4c	850	750	650	550
	B&W	700	600	500	400
1/6 page	4c	750	650	550	450
	B&W	650	550	450	350

Please inquire about discounted rates for nonprofits, universities and publishers

## 2012 Advertising Schedule

ISSUE	RESERVATION DUE	MATERIAL DUE
February	12/14/11	12/16/11
March	1/18/12	1/20/12
April	2/15/12	2/17/12
May	3/14/12	3/16/12
June	4/12/12	4/13/12
July	5/9/12	5/12/12
August	6/13/12	6/15/12
September	7/12/12	7/13/12
October	8/15/12	8/17/12
November	9/19/12	9/21/12
December/January*	10/24/12	10/26/12

\*Includes "Our Favorite Books of 2012" editorial

- 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:** Brian Turany, Advertising Coordinator, 608.257.4626, brian@progressive.org