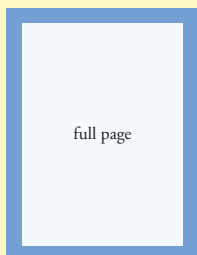
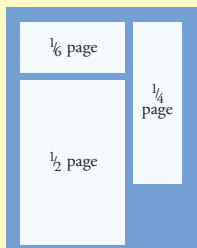
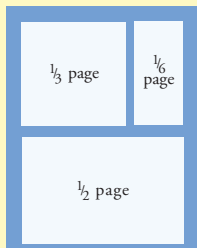
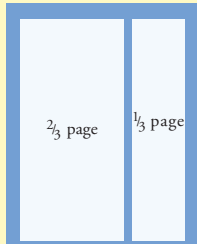


# 2012 Display Advertising



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".

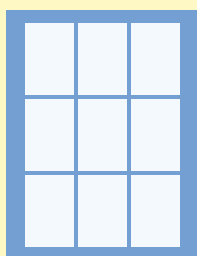
**Electronic files are preferred.** PDF files must be PDF-X1A format. We also accept Macintosh QuarkXpress, TIFF or EPS files. All fonts and linked artwork must be included. Files may be submitted on CD or by email. If you wish to send an ad via FTP please contact erika@progressive.org.

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



## 2012 Display Advertising Rates

AD SIZE		1x	3x	6x	12x
Back Cover	4c	3900	3300	2900	2500
Inside Front Cover	4c	3300	2800	2500	2150
	B&W	3150	2650	2350	2050
Inside Back Cover	4c	3300	2800	2500	2150
	B&W	3150	2650	2350	2050
Full Page	4c	2900	2450	2200	1900
	B&W	2500	2150	1900	1650
2/3 page	4c	2500	2150	1900	1650
	B&W	1950	1650	1450	1250
1/2 page	4c	1850	1600	1400	1200
	B&W	1700	1450	1300	1100
1/3 page	4c	1650	1400	1250	1100
	B&W	1300	1100	950	800
1/4 page	4c	1250	1100	950	800
	B&W	1000	850	700	600
1/6 page	4c	1000	850	750	650
	B&W	800	650	550	500

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

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