

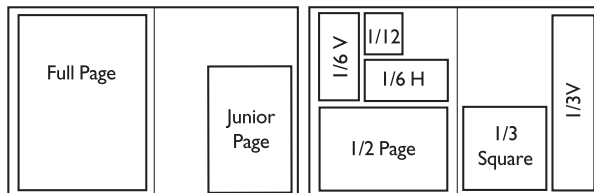
Directions

Reach the entire membership each month by placing a full-color ad in this highly regarded and widely read publication.

Ad Size	Width	Height	Open Rate		5X Frequency		10X Frequency	
			Black & White	4-Color	Black & White	4-Color	Black & White	4-Color
Full Page (w/o bleed)	7.25"	9.75"	\$ 795	\$ 845	\$ 595	\$ 645	\$ 445	\$ 495
Junior Page (V)	4.75"	7.25"	\$ 575	\$ 625	\$ 460	\$ 510	\$ 345	\$ 395
Half Page (H)	7.25"	4.75"	\$ 575	\$ 625	\$ 460	\$ 510	\$ 345	\$ 395
1/3 Page (Sq)	4.75"	4.75"	\$ 375	\$ 425	\$ 285	\$ 335	\$ 195	\$ 245
1/3 Page (V)	2.25"	9.75"	\$ 375	\$ 425	\$ 285	\$ 335	\$ 195	\$ 245
1/6 Page (H)	4.75"	2.25"	\$ 225	\$ 275	\$ 180	\$ 230	\$ 135	\$ 185
1/6 Page (V)	2.25"	4.75"	\$ 225	\$ 275	\$ 180	\$ 230	\$ 135	\$ 185
1/12 page	2.25"	2.25"	\$ 175	\$ 225	\$ 135	\$ 185	\$ 95	\$ 145
Resource Directory	2.20"	1.50"	N/A	N/A	N/A	\$ 85	N/A	\$ 65

Premium Ad Rates	Width	Height	Black & White	4-Color	Black & White	4-Color	Black & White	4-Color
Back Cover (w/bleed)	8.25"	10.75"	N/A	\$ 2505	N/A	\$ 1870	N/A	\$ 1395
Inside Front Cover (w/bleed)	8.25"	10.75"	N/A	\$ 1065	N/A	\$ 795	N/A	\$ 595
Page 3 (w/bleed)	8.25"	10.75"	N/A	\$ 1065	N/A	\$ 795	N/A	\$ 595
Page 5 (w/bleed)	8.25"	10.75"	N/A	\$ 1065	N/A	\$ 795	N/A	\$ 595
Calendar Banner	10.25"	2.00"	\$ 450	N/A	\$ 335	N/A	\$ 250	N/A

*All rates are non-commissionable agencies; add 15%.



Advertising Deadlines	
Month/Year	Copy Due
January 2007	November 29, 2006
February 2007	December 27, 2006
March 2007	January 24, 2007
April 2007	February 21, 2007
May 2007	March 21, 2007
June-July 2007	April 25, 2007
August-September 2007	June 27, 2007
October 2007	August 30, 2007
November	September 26, 2007
December 2007	October 24, 2007

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Electronic File Requirements:

- All files must be in Mac or compatible format.
- InDesign CS files are preferred.
- Photoshop TIFF, EPS, Illustrator and Adobe PDF files (at least 300 dpi/CMYK) are also acceptable.
- Images used in an InDesign CS document must be 300 dpi and scaled to no more than 100% of print size.
- Include all fonts and artwork linked to InDesign CS files and embed all fonts used in an Adobe PDF file.
- Use stylized fonts – DO NOT apply style attributes to basic fonts. (All fonts supplied that are not compatible will be replaced with the closest match possible).
- Please supply hard copy of digital files via fax to 952-846-2044, Attn: Sandy Williams.
- All Pantone color and images MUST BE IN CMYK. No PMS color accepted. Process colors only on all 4-color ads; grayscale only on all black & white ads.
- Bleeds (only applicable to ads placed on covers): Pull bleeds 1/8" beyond the trim size on all sides.
- Trim size is 8.25" x 10.75".
- Live matter should be kept 3/8" from trim.

Call today to reserve your ad space!

Mariah Hendrickson

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