

2017 ADVERTISING RATES, AD SIZES AND SPACE RESERVATION DEADLINES

ADDITIONAL 10% DISCOUNT AVAILABLE FOR NATURIST SOCIETY MEMBERS

GENERAL ADVERTISING RATES

Frequency	1x	2x	3x	4x
Full Page	\$1,420.00	\$1,349.00	\$1,278.00	\$1,207.00
1/2 Page	\$661.50	\$628.43	\$595.35	\$562.28
1/3 Page	\$472.50	\$448.88	\$425.25	\$401.63
1/4 Page	\$401.50	\$381.43	\$361.35	\$341.28
1/6 Page	\$315.00	\$299.25	\$283.50	\$267.75
1/12 Page	\$199.50	\$189.53	\$179.55	\$168.58

*MARKETPLACE ADVERTISING RATES

Frequency	1x	2x	3x	4x
Full Page	\$1,256.50	\$1,193.68	\$1,130.85	\$1,068.03
1/2 Page	\$595.50	\$565.73	\$535.95	\$506.18
1/3 Page	\$425.25	\$403.99	\$382.73	\$361.46
1/4 Page	\$361.50	\$343.43	\$325.35	\$307.28
1/6 Page	\$253.00	\$240.35	\$227.70	\$215.05
1/12 Page	\$159.75	\$151.76	\$143.78	\$135.79

COVER RATES

Frequency	1x	2x	3x	4x
Back Cover	\$1,704.00	\$1,618.80	\$1,533.60	\$1,448.40
Inside Front	\$1,633.00	\$1,551.35	\$1,469.70	\$1,388.05
Inside Back	\$1,633.00	\$1,551.35	\$1,469.70	\$1,388.05

PUBLICATION TRIM SIZE = 8.375" x 10.75" ~ PERFECT BOND

AD SIZES AND DIMENSIONS

Page	Shape	Measurements	Shape	Measurements
Full	Live Area	7.75" x 10.125"	Full Bleed	.125" Beyond Trim
1/2	Horizontal	7.375" x 4.5"	Vertical	4.75" x 6.75"
1/3	Square	4.75" x 4.5"	Horizontal	7.25" x 3"
	Vertical	2.25" x 9.25"		
1/4	Square	3.5" x 4.5"		
1/6	Horizontal	4.75" x 2.25"	Vertical	2.25" x 4.5"
1/12	Square	2.25" x 2.25"		

CUSTOM AD SIZES, MAGAZINE INSERTS, AND PREMIUM PLACEMENT AVAILABLE. PLEASE CONTACT ADVERTISING MANAGER FOR MORE DETAILS.

2016/2017 AD SPACE RESERVATION AND PUBLICATION DATES

Issue #/Season	Space Deadline/ Publication Date
36.2 - Winter '16	January 30 / February 20
36.3 - Spring '17	May 22 / June 15
36.4 - Summer '17	July 26 / August 15
37.1 - Autumn '17	Sept. 20 / October 16
37.2 - Winter '17	Nov. 20 / December 20

TERMS AND CONDITIONS

- All ads are printed in 4 color.
- Ad production, design, and layout included in the advertising rate!
- Advertisements are subject to editor approval.
- New advertisers must pay for advertisement one month in advance of publication.
- Any verbal or written agreement made in person, by telephone, mail, E-mail or fax between N and the advertiser is considered a binding contract. "Contract" means any number of consecutive issues.
- Contract advertisers are responsible for providing new ads or changes for each issue by the materials deadline. If changes do not arrive in time the previous issue's ad material will be used. Cancellations will not be accepted after the materials deadline.
- The *NATURIST MARKETPLACE, a section of targeted advertising, appears in the back of each issue of N. Classified advertising is NOT available.

 Published by The Naturist Society, LLC
627 Bay Shore Dr Ste 100 • Oshkosh, WI 54901

CARMEN HAMM - ADVERTISING MANAGER
advertising@naturistsociety.com

Body Acceptance Is The Idea • Nude Recreation Is The Way

PHONE: 920.426.5009 • TOLL FREE: 800.886.7230

FAX: 920.426.5184 • WEB: www.naturistsociety.com