



Impact Note*

1-Sided Impact Notes - 3 x 3"	1x	4x	6x	12x
1-2 Zones	\$60	\$55	\$50	\$45
3-4 Zones	\$55	\$50	\$45	\$40
Full Run (5 Zones)	\$50	\$45	\$40	\$35

2-Sided Impact Notes - 3 x 3"	1x	4x	6x	12x
1-2 Zones	\$65	\$60	\$55	\$50
3-4 Zones	\$60	\$55	\$50	\$45
Full Run (5 Zones)	\$55	\$50	\$45	\$40

Power Ad Booklets - 4PANEL	1x	4x	6x	12x
20,000 - 34,999	\$160	\$152	\$144	\$137
35,000 - 49,999	\$140	\$133	\$126	\$120
50,000 - 99,999	\$110	\$105	\$99	\$94
100K+	\$85	\$81	\$77	\$73

Power Ad Booklets - 8PANEL	1x	4x	6x	12x
20,000 - 34,999	\$210	\$200	\$190	\$171
35,000 - 49,999	\$190	\$181	\$171	\$154
50,000 - 99,999	\$140	\$133	\$126	\$114
100K+	\$109	\$104	\$98	\$89

Versa Cards 3.125" x 2"	1x	4x	6x	12x
20,000 - 49,999	\$190	\$181	\$171	\$154
50,000 - 99,999	\$105	\$100	\$95	\$85
100,000 - 199,999	\$80	\$76	\$72	\$65
200,000+	\$75	\$71	\$68	\$61

Power Ad Magnets	1x	4x	6x	12x
20,000 - 49,999	\$185	\$176	\$167	\$150
50,000 - 99,999	\$155	\$147	\$140	\$126
100,000 - 199,999	\$115	\$109	\$104	\$93
200,000+	\$105	\$100	\$95	\$85

*per thousand

Deadlines

Impact Notes order/camera-ready art due three Mondays prior to publication.

Power Ad Booklets order/camera-ready art due 24 business days prior to publication.

Power Ad Magnets order/camera-ready art due 27 business days prior to publication.

Versa Cards order/camera-ready art due 21 business days prior to publication.

Production Specs

Please contact your account executive for space availability. All prices CPM.

Effective January 1, 2021

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