



REAL Connections

For Active and Informed Adults

MAGAZINE

Advertising Rates

There are two options to make the best use of your advertising budget in this **FULL COLOR MAGAZINE**:

OPTION #1.

The Black & White ad, which is available in all sizes.

The ad can include **spot green** at the advertiser's discretion at no extra cost.

Full Page Option (Size 7 3/8 wide x 9 1/2 tall)	\$ 1000	1/4 Page Vertical (Size 3 1/2 wide x 4 1/2 tall)	\$ 300
1/2 Page Vertical (Size 3 1/2 wide x 9 1/2 tall)	\$ 583	1/4 Page Horizontal (Size 4 1/2 wide x 3 1/2 tall)	\$ 300
1/2 Page Horizontal (Size 7 3/8 wide x 4 1/2 tall)	\$ 583	1/8 Page Options (Size 3 1/2 wide x 1 3/4 tall - Bus card)	\$ 200

OPTION #2.

The Color ad, which is available in all sizes and locations plus 3 cover page locations.

Full-Color Cover & Inside Positions Available!

Make the most of your advertising dollars by choosing one of 3 cover locations – a visible and attention-grabbing position for your ad.

3/4 Page Option (Outside back cover) **\$ 1150**
(Size 7 3/8 wide x 7 5/8 tall)

Full Page Option (Size 7 3/8 wide x 9 1/2 tall)	\$ 1500	1/4 Page Vertical (Size 3 1/2 wide x 4 1/2 tall)	\$ 400
1/2 Page Vertical (Size 3 1/2 wide x 9 1/2 tall)	\$ 800	1/4 Page Horizontal (Size 4 1/2 wide x 3 1/2 tall)	\$ 400
1/2 Page Horizontal (Size 7 3/8 wide x 4 1/2 tall)	\$ 800	1/8 Page Options (Size 3 1/2 wide x 1 3/4 tall - Bus card)	\$ 250

(Cover option includes: Inside front cover page)
(Inside & Outside back cover pages already taken)

PAYMENT: Due upon submission of ad

Contact Leah Kelly Schrock at (574)284-7132 or 1-800-552-7928, ext 7132, or lschrock@realservices.org for more information.