


VISIONS educational and not-for-profit advertising rates

Cost per issue				Full Year Contract	
Ad Size	1x	2x	3x		
Back Cover	\$2,000	\$1,900	\$1,800	Back Cover	\$7,000
Inside Back Cover	\$1,700	\$1,600	\$1,500	Inside Back Cover	\$5,800
Full Page	\$1,300	\$1,250	\$1,200	Full Page	\$4,600
Half Page	\$850	\$800	\$750	Half Page	\$2,800
Quarter Page	\$550	\$500	\$450	Quarter Page	\$1,700
Marketplace Ads					
<i>Available in spring and fall issues only, for placement within the Class Notes section</i>					
1/8 page	\$400 per issue				
1/16 page	\$300 per issue				

IMPORTANT: Advertising rates are based on advertisers providing finished artwork to VISIONS magazine. Design service is available at an hourly rate. To inquire about design services or for specifications on artwork submission, please call the VISIONS editor at 515-294-6560.

VISIONS ad sizes


Half page



42 picas x 29 picas
7" x 4 13/16"

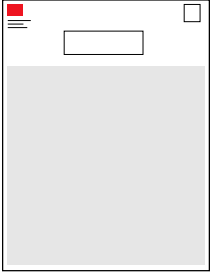
20.75 picas x 60 picas
3 7/16" x 10"

Full page



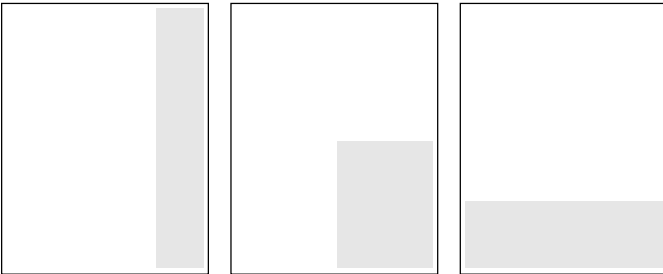
45 picas x 60 picas
7 1/2" x 10" (or 9"x 11 1/2" for bleed)

Back Cover



45 picas x 48 picas
7 1/2" x 8" (or 9" x 8 1/2" for bleed)

Quarter page



9.9 picas x 60 picas
1 5/8" x 10"

20.75 picas x 29 picas
3 7/16" x 4 7/8"

42 picas x 14.3 picas
7" x 2 3/8"

Note to advertisers:
1/8-page and 1/16-page ads are now available in the fall and spring issues of VISIONS. These "Marketplace" ads will run in the Classnotes section. Please call 515-294-6560 to inquire about size specifications.