



## AD RATES

Charts indicate general no-bleed advertisement rates.  
+ 10% charge for Bleed advertisements

Special positioning available upon request. Additional charge may apply.

## PAYMENT INFORMATION

First time advertisers must pay for their first ad insertion in advance. Subsequent insertions will be invoiced.

New or Renewing advertisers please contact [submissions@murphospublishing.com](mailto:submissions@murphospublishing.com) for ad contract questions.

MasterCard, Visa & Amex are accepted.

## Cover

| Size            | 1x   | 3x   | 6x   |
|-----------------|------|------|------|
| 2 (Spread Only) | 9000 | 8775 | 8550 |
| 3               | 4500 | 4320 | 3960 |
| 4               | 5580 | 5220 | 4950 |

## Black and White

| Size      | 1x   | 3x   | 6x   |
|-----------|------|------|------|
| Full Page | 2880 | 2610 | 2430 |
| 2/3 Page  | 2160 | 2020 | 1890 |
| 1/2 Page  | 1530 | 1440 | 1395 |
| 1/3 Page  | 1260 | 1215 | 1080 |
| 1/4 Page  | 1080 | 1035 | 990  |
| 1/6 Page  | 900  | 810  | 720  |
| 1/12 Page | 450  | 420  | 405  |

## Two Color

| Size      | 1x   | 3x   | 6x   |
|-----------|------|------|------|
| Full Page | 3510 | 3150 | 2970 |
| 2/3 Page  | 2700 | 2520 | 2250 |
| 1/2 Page  | 1800 | 1710 | 1620 |
| 1/3 Page  | 1620 | 1485 | 1395 |
| 1/4 Page  | 1410 | 1215 | 1080 |
| 1/6 Page  | 990  | 630  | 900  |
| 1/12 Page | 585  | 495  | 450  |

## Four Color

| Size      | 1x   | 3x   | 6x   |
|-----------|------|------|------|
| Full Page | 3780 | 3600 | 3420 |
| 2/3 Page  | 2790 | 2700 | 2520 |
| 1/2 Page  | 2385 | 2295 | 1980 |
| 1/3 Page  | 1800 | 1710 | 1620 |
| 1/4 Page  | 1485 | 1350 | 1260 |
| 1/6 Page  | 1080 | 1035 | 990  |
| 1/12 Page | 720  | 585  | 495  |



## PRINT REQUIREMENTS

Accepted File Formats:  
JPEG, TIFF, EPS, PDF, AI

100% Scale

300 DPI

Keep live elements within  
Safe Area

Safe Area is .25" from edge/  
trim

## GENERAL MAG INFO

Trim size: 8" x 10.917"

Bleed size: 8.125" x 11.25"

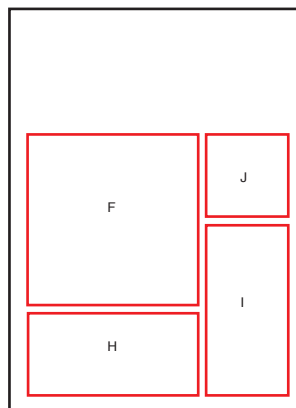
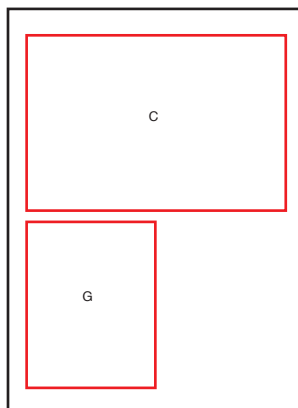
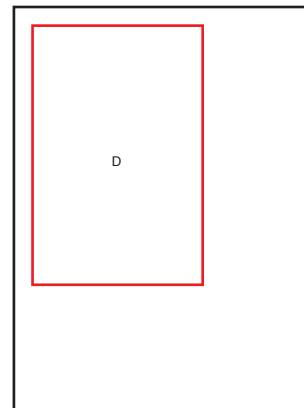
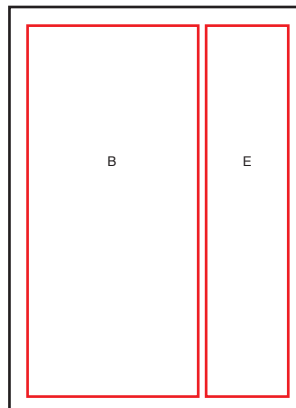
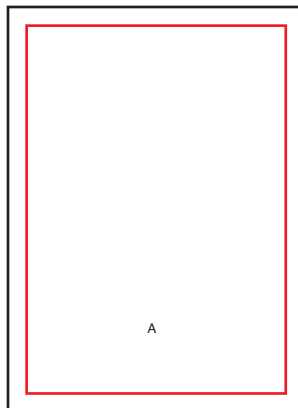
Each page is three columns.  
Each column is 2-1/4" wide.

Important parts of full page  
advertisement should be at  
least 1/4 inch from the edge.

Allow 1/4 inch safety margin  
at gutter of each page.

## Specs

| Display Ad | Size            | Safe Area       |
|------------|-----------------|-----------------|
| Full Page  | 7" x 10"        | 6.75" x 9.75"   |
| 2/3 Page   | 4.625" x 10"    | 4.375" x 9.75"  |
| 1/2 Page H | 7 x 4.75"       | 6.75" x 4.25"   |
| 1/2 Page V | 4.625" x 7"     | 4.375" x 6.75"  |
| 1/3 Page H | 4.625" x 4.625" | 4.375" x 4.375" |
| 1/3 Page V | 2.25" x 10"     | 2" x 9.75"      |
| 1/4 Page   | 3.4" x 2.5"     | 3.9" x 2.25"    |
| 1/6 Page H | 4.625" x 2.25"  | 4.375" x 2"     |
| 1/6 Page V | 2.25" x 4.625"  | 2" x 4.375"     |
| 1/12 Page  | 2.25" x 2.25"   | 2" x 2.25"      |



- Full Page A
- 2/3 Page B
- 1/2 Page H C
- 1/2 Page V D
- 1/3 Page H F
- 1/3 Page V E
- 1/4 Page G
- 1/6 Page H H
- 1/6 Page V I
- 1/12 Page J