

MAGAZINE DISPLAY AD RATES

Ad size	1-10 Placements		11x Placements	
	BW	Color	BW	Color
2-page spread	N/A	\$1,875	N/A	\$1,615
Back Cover	N/A	\$1,145	N/A	\$985
Full page	N/A	\$1,045	N/A	\$895
2/3 page	N/A	\$885	N/A	\$795
1/2 page	N/A	\$745	N/A	\$675
1/3 page	\$295	\$535	\$275	\$495
1/6 page	\$195	\$290	\$155	\$245
1/12 page	\$49	\$65	\$45	\$49

- For ad reservations and questions, please contact Kolla at kolla@blueskiesmag.com
- All color rates include full bleed where applicable, at no extra charge.
- Add 10% for special placement (back cover, right- or left-hand page, etc.).
- File types: PDF (preferred), AI, EPS, JPG and TIFF. Minimum resolution is 300dpi.
- All fonts should be embedded or outlined.
- Email ad files to kolla@blueskiesmag.com or use hightail.com, wetransfer.com, Dropbox or similar.

CLASSIFIED ADS

Text	\$1.50/word, \$15 minimum	We gladly help with 'shorthand' to bring down cost of ad
Logo	\$5.00	Small, simple logos/images only, in line with classified text

SPECIAL PROJECTS

Call or email to discuss promotions other than outlined here. We are happy to prepare a package for promoting a product launch, event, special promotions, anniversaries and etc. Simply let us know your budget and wishes, and we will take it from there. No project too small - get in touch to chat!

AD SHAPE width x height (inches)

TWO PAGE SPREAD 16.5 x 9.813
TWO PAGE SPREAD BLEED 17.75 x 11.063

FULL PAGE 7.25 x 9.813
FULL PAGE BLEED 9 x 11.063

2/3 PAGE 4.75 x 9.813
2/3 PAGE BLEED 5.5 x 11.063

1/2 PAGE VERTICAL 3.563 x 9.813
1/2 PAGE VERTICAL BLEED 4.188 x 11.063

1/2 PAGE HORIZONTAL 7.25 x 4.719
1/2 PAGE HORIZONTAL BLEED 9 x 5.344

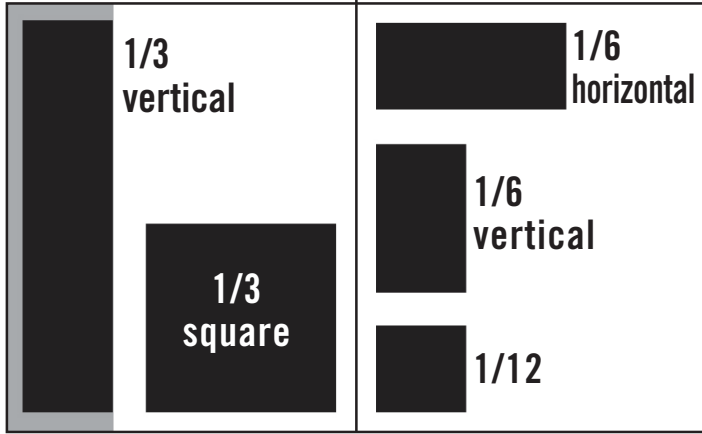
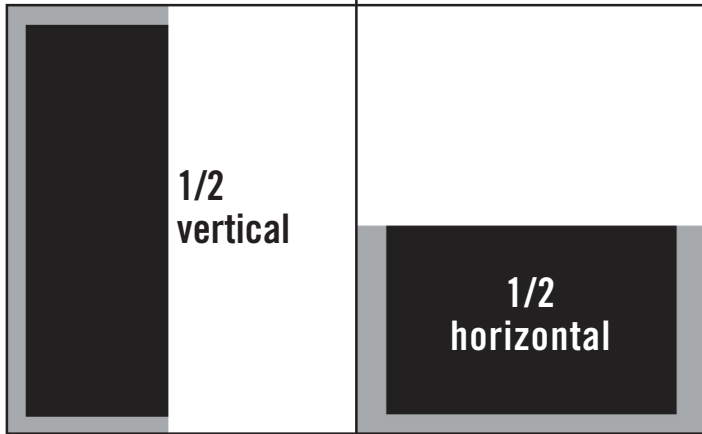
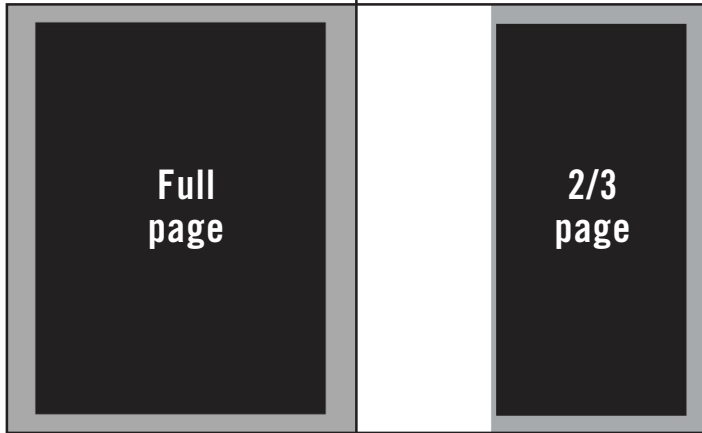
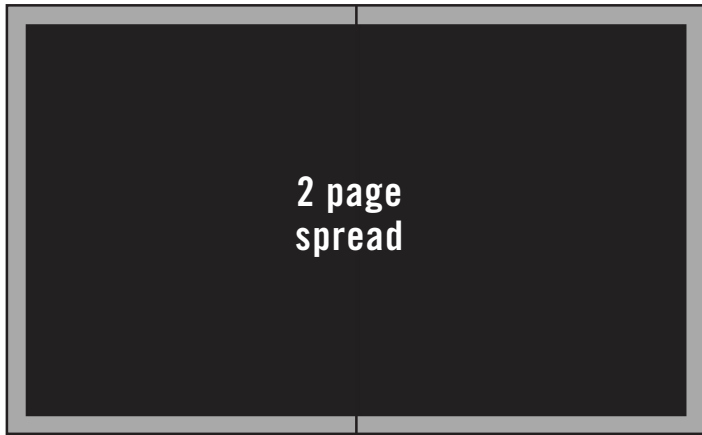
1/3 PAGE VERTICAL 2.25 x 9.813
1/3 PAGE VERTICAL BLEED 2.8 x 11.063

1/3 PAGE SQUARE 4.75 x 4.719

1/6 PAGE HORIZONTAL 4.75 x 2.167

1/6 PAGE VERTICAL 2.25 x 4.719

1/12 PAGE 2.25 x 2.167



THE FINE PRINT

Reservations	Reservations and artwork are due by the 1st of each month, for the following month. We encourage earlier reservations, in particular for new ads or ad changes.
Confirmation	Confirmation of receipt will be given for all space reservations and artwork submissions. If you don't receive your confirmation within 48 business hrs, please contact Kolla (kolla@blueskiesmag.com) or call +1 (386) 490-4499.
Art Resubmission	Art submitted more than once, regardless of date submitted, will incur a resubmission fee of \$75.
Ads Not Conforming to Size	Publisher reserves the right to re-size any non-conforming ad to fit.
Cancellations or failure to send artwork	Advertising reservations cancelled after submission will receive a credit or a refund for that order, less a 15% cancellation fee, if prepaid, or an invoice for the same amount. The same applies for failure to send artwork by deadline.
Ads Not Conforming to Size	Publisher reserves the right to re-size any non-conforming ad to fit.
Payment Methods and terms	VISA, MasterCard, Check, Money Order, PayPal, Online. Immediate payment is required. There are no refunds for any reasons, including but not limited to, publisher error.
Placement	Position of advertisements is at the discretion of the Publisher. Paid special placement requests cannot be guaranteed.
Billing Dates	Advertising is billed approximately 10 days prior to cover date (for example, January 20th for the February issue).
Late Fees	Payments received past deadline will incur a late fee of 6% of the total cost of the ad. Accounts 90 days or more past due may be referred to a collection agency.
Terms and Conditions	<p>Advertisements are accepted with the understanding that the advertiser or agency representing the advertiser has the rights to publish the contents of the ad. The advertiser assumes all liability for content, including representation, illustrations and human likenesses. The advertiser also assumes responsibility for any claims arising therefrom and/or made against the Publisher.</p> <p>The Publisher reserves the right, but is under no obligation, to reject or cancel advertising that is considered inappropriate, including but not limited to advertising that is defamatory, libelous, slanderous and/or unlawful in content, contains hate speech, advocates against any organization, religion, ideology, person or group of people.</p> <p>No conditions other than those set forth in this rate card shall be binding on Blue Skies Magazine, LLC unless specifically agreed to in writing by the Publisher.</p> <p>The Publisher assumes no liability for advertising content including, but not limited to, grammar, spelling, copyright violations, special offers, claims, sales, pricing and/or general content.</p> <p>First-class copies of the magazine are mailed to all advertisers running ads of 1/6th page or larger.</p> <p>The advertiser must submit files that are free from any destructive electronic coding (virus, etc.) and accepts responsibility for any charges incurred for damage or repair resulting from a destructive file.</p> <p>Rates and conditions are subject to change without notice.</p>