

2012 ADVERTISING RATES

4 Cost-effective ways to reach your target audience!

- 1. PRINT - Display Advertising:** 1/2 horizontal page to a full-page, black-ink interiors **AND** inside front and back covers including 4-color cover 4—prime exposure to your best prospects!
- 2. PRINT - Classified Display Advertising:** *You design it!* A 1- or 2-inch ad including a border and graphic— eye-catching option in the classified section! *Let us create your ad—just \$30 more.*
- 3. PRINT - Classified Word Advertising:** Pay per word. Our most affordable exposure delivers your message for just a few pennies per hundred readers!
- 4. WEBSITE - Analog or Asimov's HOMEPAGE:** A banner ad across the top of the homepages, or vertical banner ad on the sides of the homepages.

1. Print - Display Advertising

Space	Size	One title	Both titles
Interior Full Page	5 1/16" x 7 7/8"	\$900	\$1620
Full Page, bleed	6 3/8" x 9 1/8"	\$1200	\$1850
1/2 horizontal	4 7/8" x 3 3/4"	\$800	\$1400
Cover 2 (black ink)	5 1/8" x 7 7/8"	\$1700	\$3060
Cover 3 (black ink)	5 1/8" x 7 7/8"	\$1700	\$3060
4-color Cover 4 (full bleed)	6 3/8" x 9 1/8"	\$2200	\$3960

2. Print - Classified Display Advertising

Cost per inch:	1 Issue	3 Issues*
(minimum: 1 inch)	\$125	Buy 2, get 1 FREE!
(maximum: 2 inches)		
Column width: 2 7/16 inches		

* In order to earn the 3-time rate, ads must be prepaid at the time of order.

Payments

All ads must be prepaid. Make check or money order payable to Dell Magazines. We accept Visa, MC, AMEX, and Discover. Payments must be in U.S. funds.

3. Print - Classified Word Advertising

Cost per word:	1 Issue	3 Issues*
(10 word minimum)	\$2.95/word	Buy 2, get 1 FREE!

Counting Words:

Every word is counted – no matter how many letters in the word. No charge for punctuation.

Counts as 1 word; initials, abbreviations, dollar amounts, ZIP codes, phone numbers, and cities and states.

Counts as 3 words; Internet and E-mail addresses.

Style:

All ads are set the same. The lead phrase is set in bold caps. No illustrations or borders on word ads. We do not accept other type variations.

4. Website - Homepage Banner Ads

	1 month	3 months*
Horizontal top page:	\$450	\$1100
Vertical side page:	\$250	\$635

* In order to earn the 3-time rate, ads must be prepaid at the time of order. If an ad is cancelled, credit will be based on times ran.

2012 Schedule

Analog	Asimov's	Order Closing	On Sale	Analog	Asimov's	Order Closing	On Sale
Jan/Feb	January	08/04	11/08	July/August	July	02/02	05/08
March	February	09/15	12/20	September	August	03/15	06/19
April	March	10/20	01/24	October	September	04/19	07/24
May	April/May	11/24	02/28	November	Oct/Nov	05/24	08/28
June	June	12/29	04/03	December	December	06/28	10/02

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