

# THE BELIEVER

POWERED BY THE BEVERLY ROGERS, CAROL C. HARTER BLACK MOUNTAIN INSTITUTE

Placement	Standard Rate	3x Rate (15% off)	6x Rate (25% off)
Inside front or back cover (full color)	\$4,000.00	\$3,400.00	\$3,000.00
Interior full page (full color)	\$2,000.00	\$1,700.00	\$1,500.00
Interior full page (b/w)	\$1,500.00	\$1,275.00	\$1,125.00
Interior half page (b/w or 2-color*)	\$1,000.00	\$850.00	\$750.00
Interior third page (b/w or 2-color*)	\$800.00	\$680.00	\$600.00

\* The second color is the magazine's Pantone. If you are interested in placing a 2-color ad, please provide the ad's mechanicals for proper color separation.

## Ad/Art Dimensions

Full page: 7.69" x 9.28"

Half page: 7.69" x 4.64"

Third page: 2.56" x 9.28"

## Specs

Advertisements in the Believer should be visually appealing and elegant without mimicking the magazine's visual style; please avoid the use of Clarendon and Minion Pro.

## Format

Hi-res PDF files with all fonts embedded, in the correct color mode (CMYK or grayscale). Please convert all spot colors to CMYK unless approval for a 2-color ad has been received. Resolution must be 300dpi for all submitted images and files.

Believer Issue	Placement Due	Ad Due	On Sale Date
#121 (Oct/Nov)	07/15/2018	07/27/2018	09/24/2018
#122 (Dec/Jan)	09/14/2018	09/21/2018	11/26/2018
#123 (Feb/Mar)	11/16/2018	11/23/2018	01/28/2019
#124 (Apr/May)	01/11/2019	01/18/2019	03/25/2019
#125 (Jun/Jul)	03/15/2019	03/22/2019	05/27/2019
#126 (Aug/Sep)	05/17/2019	05/24/2019	07/29/2019