

# PRINT ADVERTISING RATES

## Rates

Ad Size	1x Rate	4x Rate	6x Rate	9x Rate
Full Page	\$7,940	\$7,630	\$7,070	\$6,510
3/4 Page	\$6,770	\$6,490	\$6,030	\$5,450
1/2 Page	\$5,120	\$4,920	\$4,560	\$4,210
3/8 Page	\$4,530	\$4,350	\$4,030	\$3,720
1/4 Page Vertical	\$4,490	\$4,320	\$4,000	\$3,680
1/4 Page Square	\$4,080	\$3,910	\$3,630	\$3,270
1/8 Page Vertical	\$2,530	\$2,440	\$2,250	\$2,170
1/8 Page Horizontal	\$1,360	\$1,310	\$1,190	\$1,080

### Premium Positions:

Back Cover: Add 20% to earned page rate.

Inside Front: Add 15% to earned page rate.

Inside Back: Add 10% to earned page rate.

Other Premium Positions: Add 10% to earned page rate.

## Ad Dimensions & Configurations

Ad Size	Wide	x	High
Spread (Bleed)	20 ¼	x	12 ¼
Full Page (Bleed)	10 ¼	x	12 ¼
3/4 Page	7	x	10 ¾
1/2 Horizontal	9	x	4 7/8
1/2 Vertical	4 9/16	x	10 ¾
3/8 Vertical	4 9/16	x	7 7/8
1/4 Vertical	2 1/8	x	10 ¾
1/4 Square	4 9/16	x	5 ¼
1/8 Horizontal	4 9/16	x	2 5/8
1/8 Vertical	2 1/8	x	5 ¼

### Bleed Specifications:

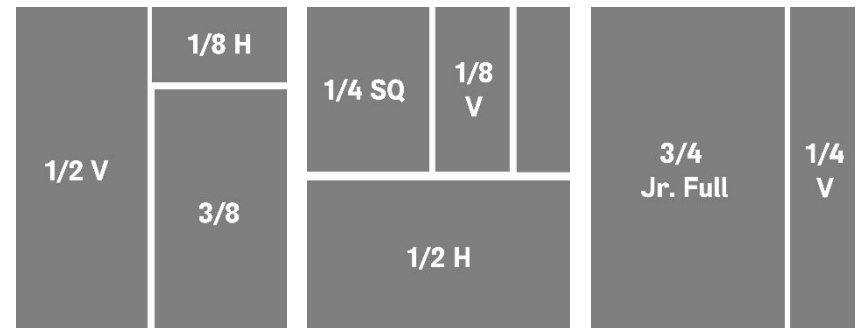
Spread trim: 20" x 12"

Full-page trim: 10" x 12"

Live matter should be 5/16" from the trim.

## 2020 Deadlines

Issue	Ad Space	Ad Materials
January	11/19/19	11/22/19
February	12/18/19	12/23/19
March	1/17/20	1/23/20
April	2/19/20	2/24/20
May	3/18/20	3/23/20
Jun/Jul	5/20/20	5/26/20
Aug/Sept	7/10/20	7/15/20
Oct/Nov	9/10/20	9/15/20
Dec/Jan	11/5/20	11/10/20



## Submission Instructions:

Email ad materials to: [ads@tcbmag.com](mailto:ads@tcbmag.com)

For production questions contact:

Tim Dallum

Production Manager

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612-336-9245

See where our connections can take your business.



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