



RESOURCE SECTION ADVERTISING RATES

Effective September/October 2011 Issue
through July/August 2012 Issue

RATE CARD: #77

	1X	2X	3X	4X	5X	6X+
<i>DISCOUNT</i>		-7%	-14%	-21%	-28%	-35%
FOUR-COLOR						
Full Page	\$12,080	\$11,230	\$10,390	\$9,540	\$8,700	\$7,860
2/3 Page	9,250	8,610	7,960	7,310	6,660	6,020
1/2 Page	7,260	6,750	6,240	5,730	5,230	4,710
1/3 Page	5,040	4,690	4,340	3,980	3,630	3,280
1/6 Page	2,620	2,440	2,250	2,070	1,890	1,710
3" s.c.	1,830	1,700	1,570	1,440	1,320	1,190
2" s.c.	1,260	1,170	1,090	1,000	910	820
1" s.c.	650	630	580	530	490	440
BLACK & WHITE						
Full Page	\$10,860	\$10,100	\$9,340	\$8,580	\$7,820	\$7,060
2/3 Page	8,340	7,750	7,170	6,590	6,000	5,420
1/2 Page	6,330	6,070	5,610	5,160	4,700	4,230
1/3 Page	4,530	4,210	3,900	3,580	3,260	2,940
1/6 Page	2,350	2,190	2,030	1,860	1,700	1,530
3" s.c.	1,630	1,520	1,410	1,290	1,180	1,060
2" s.c.	1,140	1,060	980	900	820	740
1" s.c.	620	580	540	490	450	410

Resource Section rates apply to all advertising within Marketplace and Getaway Planner pages

Nov./Dec. 2011

Space Reservations: 8/30/11
Materials: 9/2/11
In-Home: 10/20/11
Newsstand: 10/25/11

Jan./Feb. 2012*

Space Reservations: 11/1/11
Materials: 11/4/11
In-Home: 12/22/11
Newsstand: 12/27/11

Mar./Apr. 2012*

Space Reservations: 1/3/12
Materials: 1/6/12
In-Home: 2/23/12
Newsstand: 2/28/12

May/June 2012*

Space Reservations: 2/28/12
Materials: 3/2/12
In-Home: 4/19/12
Newsstand: 4/24/12

July/Aug. 2012*

Space Reservations: 5/1/12
Materials: 5/4/12
In-Home: 6/21/12
Newsstand: 6/26/12

Sept./Oct. 2012*

Space Reservations: 7/3/12
Materials: 7/6/12
In-Home: 8/23/12
Newsstand: 8/28/12

*Please note dates are estimates as the 2012 schedule has not yet been finalized with our printer

(SEE REVERSE FOR ADDED-VALUE PROGRAMS)

1121 MAIN STREET
P.O. BOX 520
DUBLIN, NH
03444-0520

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F 603-563-8732

YANKEEMAGAZINE.COM
YankeeMagazine.com/adinfo



YANKEE MAGAZINE ADDED-VALUE PROGRAMS

Yankee Magazine's added-value programs are designed to help our business partners reach their marketing goals. Whether your marketing needs require a listing or event support, your account manager will work with you to determine which added-value programs you qualify for.

DIRECT MARKETING PROGRAMS:

- *Yankee Clicks* Reader Service Listing and Leads Program VALUE: \$300/issue
- Subscriber List Rental VALUE: \$6,000
- Subscriber Gift Acknowledgment Inserts VALUE: \$1,750

ONLINE PROGRAMS:

- Great *Yankee* Giveaway — online sponsorship opportunity * VALUE: \$4,000
- Online Travel Listing VALUE: \$2,500

MERCHANDISE AND POINT OF PURCHASE PROGRAMS:

- Counter Cards — high-impact display of your *Yankee Magazine* ad VALUE: \$200

SAMPLING AND EVENT RELATED:

- B&B/Inn/Hotel Sampling VALUE: \$5,000
- *Yankee Insider* Event Listing ** VALUE: \$3,200
- *Yankee* Event Support *** VALUE: \$6,000

* **GREAT YANKEE GIVEAWAY:** A bi-weekly online sweepstakes giving away a new prize every other week. The Great *Yankee* Giveaway will be promoted in *Yankee Magazine*, throughout *YankeeMagazine.com* and in e-mail blasts. Each Great *Yankee* Giveaway sponsor is featured for two weeks on the sweepstakes promotional and entry page, with a link to the sponsor's Web site, and will also receive entrants' information from the two week period.

** **YANKEE INSIDER EVENT LISTING:** Participants' events will be promoted for one month online and in the corresponding issue of *Yankee Magazine* with a photo, event description, event details, and a link to the participant's Web site for additional information.

*** **YANKEE EVENT SUPPORT:** *Yankee's* event support package is custom-tailored to each event and can include some of the following promotional items: *Yankee Insider* event listing, subscriber names for invitation mailing, prize/gift for silent auction, and invitation design and mailing.

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