



RUN-OF-BOOK ADVERTISING RATES

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

RATE CARD: #77

	1X	2X	3X	4X	5X	6X+
DISCOUNT		-9%	-18%	-27%	-36%	-45%
FOUR-COLOR						
Full Page	\$20,110	\$18,300	\$16,490	\$14,680	\$12,870	\$11,060
2/3 Page	15,420	14,040	12,650	11,260	9,870	8,490
1/2 Page	12,080	11,000	9,900	8,820	7,730	6,640
1/3 Page	8,380	7,630	6,880	6,120	5,360	4,610
BLACK & WHITE						
Full Page	\$18,120	\$16,480	\$14,850	\$13,220	\$11,590	\$9,960
2/3 Page	13,900	12,650	11,400	10,150	8,900	7,650
1/2 Page	10,860	9,890	8,910	7,930	6,950	5,980
1/3 Page	7,540	6,870	6,190	5,510	4,830	4,150
COVER POSITIONS						
Cover 2	\$23,140	\$21,060	18,970	\$16,890	\$14,810	\$12,730
Cover 3	23,140	21,060	18,970	16,900	14,810	12,730
Cover 4	25,150	22,880	20,620	18,360	16,100	13,830

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)

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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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