

## 2021 National Display Rate Card

Frequency	1x	3x	6x	9x	12x
<b>Four Color</b>		5%	7%	11%	14%
Full Page	\$56,749	\$53,911	\$52,776	\$50,507	\$48,804
Half Page	\$34,220	\$32,509	\$31,824	\$30,455	\$29,429
<b>Two Color</b>					
Full Page	\$42,562	\$40,434	\$39,582	\$37,880	\$36,603
Half Page	\$25,548	\$24,270	\$23,759	\$22,738	\$21,971
<b>Black &amp; White</b>					
Full Page	\$39,735	\$37,748	\$36,954	\$35,364	\$34,172
Half Page	\$23,836	\$22,644	\$22,167	\$21,214	\$20,499
<b>Covers</b>					
Second Cover	\$68,098	\$64,693	\$63,331	\$60,607	\$58,564
Third Cover	\$62,429	\$59,308	\$58,059	\$55,562	\$53,689
Fourth Cover	\$70,938	\$67,391	\$65,972	\$63,135	\$61,006

## 2021 Closing Dates

Issue Date	Published Ad Close	Materials	In Home/ On Sale	Furnished Inserts Due to Printer
February '21	11/02/20	11/09/20	01/25/21	12/23/20
March	12/01/20	12/08/20	02/26/21	01/21/21
April	01/04/21	01/11/21	03/26/21	02/19/21
May	02/01/21	02/08/21	04/27/21	03/23/21
June/July	03/01/21	03/08/21	05/27/21	04/23/21
August/September	05/03/21	05/10/21	07/28/21	06/15/21
October/November	07/01/21	07/08/21	09/27/21	08/20/21
December/January '22	09/01/21	09/08/21	11/26/21	10/22/21
February/March '22	11/01/21	11/08/21	01/26/22	12/23/21



### Bleed:

No Additional Charge

### Inserts and BRC

**Cards:** Do not earn frequency discounts and will not contribute toward frequency/page volume discounts.

**Note:** All rates are GROSS

## Advertising Dimensions

### Trim Size

Full Page	5 1/4" x 7 1/4"
Half Page Horizontal	5 1/4" x 3 7/16"
Half Page Vertical	2 9/16" x 7 1/4"
Spread	10 1/2" x 7 1/4"

### Non-Bleed Advertising

Full Page	4 3/4" x 6 3/4"
Half Page Horizontal	4 3/4" x 3 1/16"
Half Page Vertical	2 3/16" x 6 3/4"
Quarter Page Vertical	2 3/16" x 3"

### Bleed Advertising\*

Full Page	5 1/2" x 7 1/2"
Half Page Horizontal	5 1/2" x 3 3/4"
Half Page Vertical	2 7/8" x 7 1/2"
Spread	10 3/4" x 7 1/2"

### Live Area

Limit for live matter on bleed pages no closer than 1/4" from final trim.

\* Bleed ad measurements include 1/8" bleed outside trim area.

## Send Materials To

Guideposts Magazine

Attn: Catherine Lisotta

100 Reserve Road, Suite E200

Danbury, CT 06810-5212

Or via email to Catherine Lisotta at [clisotta@guideposts.org](mailto:clisotta@guideposts.org).

Please contact Catherine Lisotta with all production inquiries at (212) 251-8167 or [clisotta@guideposts.org](mailto:clisotta@guideposts.org).

## Material Specifications

### General Specifications

GAA/SWOP standards apply.

### Digital

Digital file formats accepted are press-quality PDFs, or Zip, or Stuffit® archives with packaged Quark or InDesign files. Native files must have been collected for output to include all fonts and high-res images.

## General Requirements

### Printing Process

- Covers, offset. Color Rotation, KCMY. Line screen is 150.
- Text, gravure. Color Rotation, YMCK. Line screen is 133.

### Binding Method (February—May 2020)

- Saddle wire
- Cover: 60# coated two sides, #5
- Text: 30# super calendered B

### Binding Method (June/July 2020 on)

- Perfect Bound
- Cover: 80# text, Grade 4 Offset Gloss
- Text: 40# text, Grade 5 Roto Gloss

## Colors Available — GAA/SWOP Standards Apply

- Black
- Black and one color (Created using process colors)
- Four color process
- Maximum ink density is 320

## Furnished Inserts

- Copy approval of insert content is required prior to acceptance.
- Meeting specifications for inserts is required. Insert specifications available upon request.

## Contract Specifications

### Commission and Payment Terms

1. Commission to recognized agencies: 15% of insertion-media rates.
2. Payment terms: Billing date is the first day of the month, date of issue. Net due 30 days.

### Contract and Copy Regulations

1. The publisher reserves the right to reject any advertising or to limit the advertising content of any edition (National, Demographic or Regional). Advertising for cigarettes, tobacco and alcoholic beverage products is not accepted.
2. Advertisements are accepted for publication based entirely upon the representation that the agency and/or advertiser are authorized to publish the contents thereof. In consideration of the publication of such advertising, the advertiser and/or agency will fully indemnify and hold the publisher harmless from and against any expense or loss by reason of any claims or actions against publisher arising out of publication or creation of the advertisement.
3. All orders are accepted subject to the condition that publisher shall have no liability for delay or failure in execution of accepted advertising orders in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, accident, embargo, strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow down or any other condition beyond the control of publisher affecting production, publishing or distribution of the magazine in any manner.
4. All contents of advertisements are subject to publisher's acceptance. Publisher reserves the right to reject or cancel any advertisement, insertion order or contract at any time. Advertisements that look, in the publisher's opinion, like editorial pages will be marked "Advertisement."
5. In consideration of publisher's reviewing for acceptance or acceptance of, any advertising for publication, advertiser and its agency agree not to make promotional or merchandising reference to publisher or the magazine in any way except with the express permission of the publisher for each such use.
6. The acceptance of the advertisement by publisher shall in no way constitute an endorsement or recommendation by publisher or the magazine of the contents of the advertisement of the product or services advertised.
7. All insertion orders are accepted according to the provisions of the current rate card. Rates are subject to change upon notice of 60 days or more prior to the effective issue dates.
8. Conditions, other than rates, are subject to change by the publisher without notice.
9. In the event publisher fails to publish an advertisement after it has been accepted, publisher's sole liability shall be to rerun the advertisement, in a mutually agreeable issue. In the event publisher causes an error in the advertisement, publisher shall refund the cost of the advertisement or rerun the advertisement, in a mutually agreeable issue, free of charge. IN NO EVENT SHALL PUBLISHER BE LIABLE FOR ANY DIRECT, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING BUT NOT LIMITED TO LOST PROFITS.
10. Publisher has the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising ordered and published.
11. Past-due invoices are subject to a 2% service charge per month. Attorneys and collection agency fees will be payable by advertiser on accounts referred for collection.
12. All advertising accepted by the publisher shall be binding and non-cancellable by advertiser after the applicable closing date. The publisher shall not be responsible for any changes made after the closing date.
13. No conditions other than those set forth in this rate card shall be binding on publisher unless specifically agreed to in writing by publisher. Publisher shall not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.
14. Any conditions or contracts, order or copy instructions involving the placement of advertising within an issue of Guideposts (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only. The publisher's inability or failure to comply with any such condition shall not relieve the agency and advertiser of the obligation to pay for the advertising.
15. If the Publisher identifies a problem with supplied ad materials after closing, we will make a reasonable attempt to contact the agency so that new materials can be provided. However, under no circumstances will we delay the manufacturing process to correct supplied ad materials or offer a makegood on printer corrected ad materials that run in Guideposts.
16. Rates predicated on National Rate Base of 1,000,000.