

PREMIUM GLOSSY MAGAZINES

2021 RATE CARD

ADVERTISING RATES & INFORMATION

Ad Rate	1 Edition	2 Editions	3 Editions	4 Editions+
Full Page	\$900.00	\$730.00	\$645.00	\$560.00
1/2 Page	\$570.00	\$466.00	\$414.00	\$360.00
1/4 Page	\$335.00	\$278.00	\$250.00	\$210.00
1/8 Page	\$180.00	\$152.00	\$135.00	\$120.00
Found In	\$120.00	-----	-----	-----
Back Page	\$1050.00	\$950.00	-----	-----
Inside Cover	\$950.00	\$900.00	-----	-----

CLINTON MAGAZINE DEADLINES

Issue	Ad Deadline	Publication Date
#1 - History	January 8, 2021	February 5, 2021
#2 - Family	April 9, 2021	May 7, 2021
#3 - Wellness	July 9, 2021	August 6, 2021
#4 - Holiday	October 8, 2021	November 5, 2021

****Final ad copy is due on deadline****

ATHLETE OF THE YEAR DEADLINES

Ad Deadline	Publication Date
May 17, 2021	June 9, 2021

****Final ad copy is due on deadline****

MEDICAL DIRECTORY DEADLINES

Ad Deadline	Publication Date
June 4, 2021	June 26, 2021

****Final ad copy is due on deadline****

MAGAZINE AD SIZES

Trim Size:	(width x height)	Column Size
Full Page (image area):	7.5" x 10"	4 column x 10"
1/2 Page (horiz.):	7.5" x 4.95"	4 column x 4.95"
1/2 Page (vert.):	2.389" x 10"	2 column x 10"
1/4 Page (horiz.):	7.5" x 2.389"	4 column x 2.389"
1/4 Page (square):	3.7" x 4.5"	2 column x 4.5"
1/8 Page (horiz.):	3.7" x 2.43"	2 column x 2.43"

Page Size: 8.25"x10.75" | 4 Column Layout | Bleed: .25" | Margins: .375"

Full Page
(4 column)

1/2 Vertical
(2 column)

1/2 Page
Horizontal
(4 column)

1/4 Page Horiz.
(4 column)

1/8 Horiz.
(2 col.)

1/8 Horiz.
(2 col.)

1/4 Page
Square
(2 col.)

1/4 Page
Square
(2 col.)

ARTWORK REQUIREMENTS

High quality print PDF is the preferred format. Finished ads must be supplied in CMYK, with all fonts embedded at 300 dpi. Ads sent camera ready are subject to final approval.

CLINTON HERALD PREMIUM GLOSSY MAGAZINES



• Direct Mailed to 13,527 Homes

• Digital & E-edition

• Includes 10,000 Digital Impressions

For information regarding advertising:

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CLINTON HERALD

News About You!

221 6TH AVE S | CLINTON, IA | 563-242-7101

Rate Code: BR Publication Code: 5 Tagline: CLINTON MAGAZINE
Rate Code: INT Publication Code: 3 728x90 300x600 300x250 320x50 300x50