

KEY MAGAZINE CINCINNATI

2016 Advertising Rates

| AD Sizes | 12X | 4X | 1X |
|----------------------------|-------|-------|--------|
| Full Page | \$800 | \$950 | \$1100 |
| 2/3-Page (horizontal only) | \$500 | \$620 | \$730 |
| 1/2-Page (h or v) | \$450 | \$550 | \$650 |
| 1/3-Page (horizontal only) | \$300 | \$400 | \$500 |
| 1/4-Page (h or v) | \$225 | \$275 | \$325 |
| 1/8-Page | \$160 | \$220 | \$310 |

Covers—Front, Back, Second, Third

| | |
|--------------------------|---------|
| Front cover (per month) | \$2,000 |
| Back cover (per month) | \$1,300 |
| Covers 2 & 3 (per month) | \$1,200 |

Preferred Positioning (pp. 4-31) Add 15%

Mechanical Requirements

Key Magazine Cincinnati is produced on a sheet fed press, 150-line screen, on #60 enamel text weight stock. Art is performed on a Mac platform; prefer all ads submitted via email & fonts must be imbedded with emailed or disk submissions. Creative design and production of ads is also available upon request.

**Space Deadline: the 12th day of the month preceding publication date
(later available upon request)**

Artwork is due by the 20th prior to the issue.

Magazine Trim Size: 5-1/2 X 8-1/2 inches

| Ad Sizes | Width (inches) | Depth (inches) |
|----------------------------|----------------|----------------|
| Full page bleed | 5-3/4 | 8-3/4 |
| Full page non-bleed | 4-1/2 | 7-1/2 |
| 2/3-page (horizontal only) | 4-1/2 | 5 |
| 1/2-page (vertical) | 2-1/4 | 7-1/2 |
| 1/2-page (horizontal) | 4-1/2 | 3-3/4 |
| 1/3-page (horizontal only) | 4-1/2 | 2-1/2 |
| 1/4-page (vertical) | 2-1/4 | 3-3/4 |
| 1/4-page (horizontal) | 4-1/2 | 1-7/8 |
| 1/8-page | 2-1/4 | 2-1/4 |

**Key Magazine Cincinnati PO Box 37137 Cincinnati, OH 45222
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