

Lubbock's Home & Family Magazine

RATE CARD

Our magazine appeals to the busy, well educated professional who is looking for the best in life. When you advertise in Lubbock's Home and Family Magazine, you will reach this highly targeted market many times as they refer to the *Calendar* and the *Parent Resource Directory*.

Art Work/ Ad Design

\$75.00 per hour. Ask for details.

Inserts

.06 cents per copy. Full Run only.

Color Ads

Spot Color: Add \$75 per ad.
Full Color: Add \$350 per insertion.
Full page only.

Color is available in selected areas only.

Sizes	Vertical	Horizontal
Full page	10 x 12.75	x
1/2 page	4.75 x 10.75	10 x 5.25
1/4 page	2.25 x 10.75	4.75 x 6
1/8 page	2.25 x 6.25	4.75 x 3
1/16 page	2.25 x 4	4.75 x 2

Pricing	3x	6x	12x
Full Page	\$792	\$743	\$690
1/2 Page	\$560	\$506	\$475
1/4 Page	\$325	\$305	\$285
1/8 Page	\$187	\$176	\$165
1/16 Page	\$99	\$89	\$79

* WFH Ad \$60
* Business Card Ad \$50

Inside Front Cover \$1250
Inside Back Cover \$1250
Back Cover Color \$1500

Deadlines

Customer designed ads are due by the 20th of the month. If we design ad, information is due by 15th. Ask for ad info guideline sheet.

* WFH Ad: Work From Home Ad
* Business Card Ad: Scan of your business card, 2 x 3.5.

full page

1/8 page
vert

1/4 page
vert

1/16 page
vert

1/2 page
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1/8 page
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1/16 page
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