

2012 Advertising Rates



GET A DEGREE. GET A JOB. GET AHEAD.

MilitaryTimesEDGE.COM

Advertising Rates

Size	Education/National	Recruitment Only
Two Page Spread	\$27,980	\$15,000
Full Page	13,990	7,500
2/3 Page	10,990	6,000
1/2 Page	9,860	5,440
1/3 Page	7,610	4,310
1/6 Page	5,660	3,340
Business Card	1,580	790

Premium Position Rates

Back Cover	\$1,000
All Other Requested Positions	\$600

Frequency Discount

10x	15%
6x	10%
3x	5%

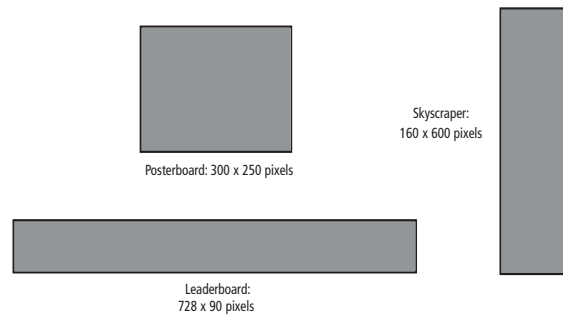
Premium Positions

Positions	Open Rates (CPM)	Channel Placement	Open Rates (CPM)
Home page Placement		Channel Placement	
Posterboard (300 x 250)	\$24.00	Posterboard (300 x 250)	\$21.00
Leaderboard (728 x 90)	\$20.00	Leaderboard (728 x 90)	17.00
		Skyscraper (160 x 600)	12.00

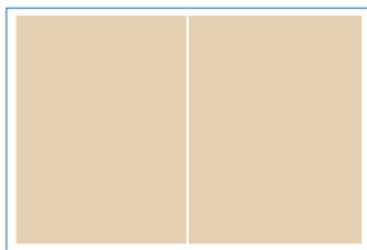
Run of the Site Ads

Position	Open Rates (CPM)
Posterboard (300 x 250)	\$15.00
Leaderboard (728 x 90)	12.00
Skyscraper (160 x 600)	10.00

Online Ad Unit Configurations



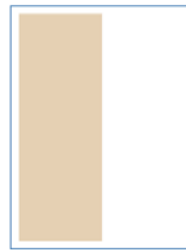
Publication trims to 7.875" x 10.375" (200mm x 265mm)



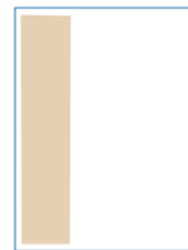
Spread
14.75" x 10"
(409.6mm x 276mm)



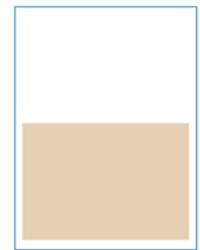
Full Page
7" x 10"
Bleed 8.25" x 10.875"
(210mm x 278mm)



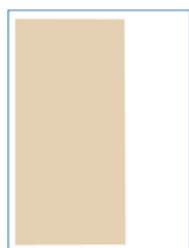
1/2 Page Vertical
3.375" x 10"
(85.7mm x 254mm)



1/3 Page Column
2.25" x 10"
(57.1mm x 254mm)



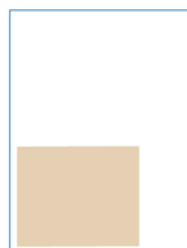
1/2 Page Horizontal
7" x 5"
(17.8mm x 127mm)



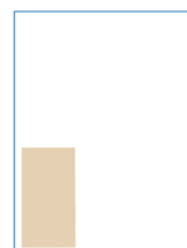
2/3 Page Vertical
4.625" x 10"
(177.4mm x 254mm)



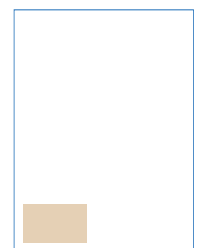
2/3 Page
7" x 6.7"
(177.8mm x 169.4mm)



1/3 Page
4.625" x 5"
(117.4mm x 127mm)



1/6 Page
2.25" x 5"
(57.1mm x 127mm)



Business Card
3.375" x 2.25"
(85.725mm x 57.15mm)