

2021 CLASSIFIED ADVERTISING RATES & INSERTION ORDER

For advertising information, please contact Mike Perlowitz at: Tel: 212-904-0374 | Email: mperlowitz@pminy.com

RATES (PER MONTH):

Size	Dimensions width & height	Price			
		1x	3x	6x	12x
<input type="checkbox"/> King Page	9 7/8" x 13 7/8"	\$2,295	\$2,245	\$2,190	\$2,160
<input type="checkbox"/> 1/2 Page (V)	4 7/8" x 13 5/8"	\$1,755	\$1,730	\$1,700	\$1,675
<input type="checkbox"/> 1/2 Page (H)	9 7/8" x 7"	\$1,755	\$1,730	\$1,700	\$1,675
<input type="checkbox"/> 1/4 Page	4 7/8" x 7"	\$1,160	\$1,135	\$1,110	\$1,080

RATES & COST:

Base Rate = _____

Color Charge = _____
 4-color (\$1,625)

Agency Discount: 15% = _____

TOTAL COST PER MONTH = _____

CLOSING DATES AND AD SPACE RESERVATION:

	Cover Date	Space Reservations	Materials Due
<input type="checkbox"/>	January	12/2/2020	12/9/2020
<input type="checkbox"/>	February	1/4/2021	1/8/2021
<input type="checkbox"/>	March	2/1/2021	2/8/2021
<input type="checkbox"/>	April	3/1/2021	3/8/2021
<input type="checkbox"/>	May	4/1/2021	4/8/2021
<input type="checkbox"/>	June	5/3/2021	5/10/2021
<input type="checkbox"/>	July	6/1/2021	6/8/2021
<input type="checkbox"/>	August	7/1/2021	7/8/2021
<input type="checkbox"/>	September	8/2/2021	8/9/2021
<input type="checkbox"/>	October	9/1/2021	9/8/2021
<input type="checkbox"/>	November	10/1/2021	10/8/2021
<input type="checkbox"/>	December	11/1/2021	11/8/2021

ADVERTISING INCENTIVES:

Both Pubs Combo: 20% Discount = _____

Buy Three & Get One Free

Free Month = _____

Please review the attached ad, cost, and run schedule and advise of any changes/corrections that you may have. If you approve the ad as set, the cost (per month), and the indicated run dates, please sign and send back.

Signature

Date

NEW AD **EXISTING AD**

PLEASE FILL OUT BILLING INFORMATION BELOW:

Advertising Contact _____ Agency Name (if applicable) _____

Company / Name _____ Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Email _____

Signature _____ Date _____