

2022 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"	\$2,345	\$2,290	\$2,235	\$2,205
<input type="checkbox"/> 1/2 Page (V)	4 7/8" x 13 5/8"	\$1,795	\$1,765	\$1,735	\$1,710
<input type="checkbox"/> 1/2 Page (H)	9 7/8" x 7"	\$1,795	\$1,765	\$1,735	\$1,710
<input type="checkbox"/> 1/4 Page	4 7/8" x 7"	\$1,185	\$1,160	\$1,135	\$1,105

RATES & COST:

Base Rate = _____

Color Charge = _____

4-color (\$1,625)

Agency Discount: 15% = _____

TOTAL COST PER MONTH = _____

CLOSING DATES AND AD SPACE RESERVATION:

ISSUE	RESERVATIONS	MATERIALS DUE	INSERTS DUE
January	12/1/2021	12/8/2021	12/15/2021
February	1/3/2022	1/10/2022	1/17/2022
March	2/1/2022	2/8/2022	2/11/2022
April	3/1/2022	3/8/2022	3/15/2022
May	4/1/2022	4/8/2022	4/15/2022
June	5/2/2022	5/6/2022	5/13/2022
July	6/1/2022	6/8/2022	6/15/2022
August	7/1/2022	7/8/2022	7/15/2022
September	8/1/2022	8/8/2022	8/15/2022
October	9/1/2022	9/8/2022	9/15/2022
November	10/3/2022	10/7/2022	10/14/2022
December	11/1/2022	11/8/2022	11/15/2022

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:

PURCHASE ORDER NUMBER: _____

Advertising Contact _____ Agency Name (if applicable) _____

Company / Name _____ Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Email _____

Signature _____ Date _____