

## 2025 CLASSIFIED ADVERTISING RATES & INSERTION ORDER

For advertising information, please contact Tim Wolfinger: twolfinger@pminy.com | 212.904.0379

### RATES (PER MONTH):

	Size	Dimensions width & height	Price			
			1x	3x	6x	12x
<input type="checkbox"/>	King Page	9 7/8" x 13 7/8"	\$2,420	\$2,360	\$2,305	\$2,250
<input type="checkbox"/>	1/2 Page (V)	4 7/8" x 13 5/8"	\$1,850	\$1,820	\$1,790	\$1,765
<input type="checkbox"/>	1/2 Page (H)	9 7/8" x 7"	\$1,850	\$1,820	\$1,790	\$1,765
<input type="checkbox"/>	1/4 Page	4 7/8" x 7"	\$1,225	\$1,195	\$1,170	\$1,140

### 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
<input type="checkbox"/>	January	12/2/2024	12/6/2024
<input type="checkbox"/>	February	1/2/2025	1/8/2025
<input type="checkbox"/>	March	2/3/2025	2/7/2025
<input type="checkbox"/>	April	3/3/2025	3/7/2025
<input type="checkbox"/>	May	4/1/2025	4/7/2025
<input type="checkbox"/>	June	5/1/2025	5/8/2025
<input type="checkbox"/>	July	6/2/2025	6/9/2025
<input type="checkbox"/>	August	7/1/2025	7/8/2025
<input type="checkbox"/>	September	8/1/2025	8/8/2025
<input type="checkbox"/>	October	9/2/2025	9/9/2025
<input type="checkbox"/>	November	10/1/2025	10/8/2025
<input type="checkbox"/>	December	11/3/2025	11/7/2025

### 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 \_\_\_\_\_