

## MUSKIE Magazine Advertising Rates: 2018

### Color Ad Per Issue Rates:

Ad Size	Width x Height (inches)	Frequency:		
		1X	3X	6X
Full Page	8 x 10 ½	\$600	\$580	\$570
	8 ½ x 11 (full bleed)			
2/3 Page	8 x 7	\$515	\$500	\$490
½ Page	8 x 5	\$455	\$440	\$425
1/3 Page	8 x 3 1/4	\$385	\$375	\$370
¼ Page	5 1/8 x 3 ½ (horizontal)	\$355	\$345	\$340
	3 3/4 x 5 (vertical)			
1/6 Page	5 x 2 ½ (horizontal)	\$325	\$320	\$310
	2 ½ x 5 (vertical)			

### Black & White Ad Per Issue Rates:

Ad Size	Width x Height (inches)	Frequency:		
		1X	3X	6X
Full Page	8 x 10 ½	\$425	\$405	\$395
	8.5 x 11 (full bleed)			
2/3 Page	8 x 7	\$340	\$325	\$315
½ Page	8 x 5	\$280	\$265	\$250
1/3 Page	8 x 3 1/4	\$210	\$200	\$195
¼ Page	5 1/8 x 3 ½ (horizontal)	\$180	\$170	\$165
	3 3/4 x 5 (vertical)			
1/6 Page	5 x 2 ½ (horizontal)	\$150	\$145	\$135
	2 ½ x 5 (vertical)			

(Revised: Dec. 2017)

## MUSKIE Magazine -

The official publication of Muskies, Inc.

Rear Cover: 8.5"W x 8"H (full bleed)

same rate as Full Page Color

Inside Covers add to Full Page Color rates:

Front +\$75; Rear +\$50

### Contact:

Kevin Richards

Advertising Manager

[MuskieMag@yahoo.com](mailto:MuskieMag@yahoo.com)

Tel: 573-280-2300

\*\*\*OR\*\*\*

Kevin Pischke

Ad Sales Rep

[checkeredflag@new.rr.com](mailto:checkeredflag@new.rr.com)

Tel: 920-676-7893

MUSKIE is published at the beginning of each odd-numbered month.

### Ad deadlines are:

Jan/Feb issue - Nov. 20; Mar/April issue - Jan. 20; May/June issue - March 20;

July/Aug issue - May 20; Sept/Oct issue - July 20; Nov/Dec issue - Sept. 20.

