# Res Gestae Advertising Rates

### **EFFECTIVE 7/1/13**

GENERAL DISPLAY	1X		:	3X		5X		10X	
	B&W	C	B&W	С	B&W	C	B&W	С	
full page	\$ 884	1,190	849	1,155	810	1,117	742	1,048	
2/3 page	\$ 617	923	581	887	544	850	482	788	
1/2 page	\$ 519	825	488	794	447	753	409	715	
1/3 page	\$ 357	663	342	648	320	626	289	595	
1/4 page	\$ 292	598	278	584	261	567	237	543	
1/6 page	\$ 261	567	249	555	230	536	206	512	
3 col. in.	\$ 166	472	162	468	156	462	133	439	
2 col. in.	\$ 123	429	115	421	109	415	95	401	
SPECIAL PLACEMENT									
Must be color only		1X	3	X	5X	102	ζ.		
back cover	\$1,	,413	1,30	65	1,318	1,242	2		
inside covers	\$1,	,276	1,23	38	1,200	1,118	3		
centerspread	\$2,	,488	2,40	06	2,318	2,150	)		
CLASSIFIED DISPLAY/B&W	r								
One Column wide x One Inch deep		1X	3	$\mathbf{X}$	5X	102	ζ.		
	\$	3106	10	01	95	69	)		

When layout only is furnished, there will be an additional charge for composition.

#### AGENCY COMMISSION

15% to recognized agencies only

#### **CLASSIFIED WORD**

ISBA members 40¢ per word, \$10 minimum Non-members 60¢ per word, \$15 minimum Blind-box service \$5.00 additional charge

#### **DEADLINE**

The closing date for space reservation is the 1st day of the month preceding month of publication (e.g., May 1st for June). The closing date for material is the 10th day of the month preceding month of publication. Res Gestae is published 10 times a year, with consolidated issues in January/February and July/August.

CIRCULATION: 12,000

## Res Gestae Ad Dimensions

#### **GENERAL DISPLAY**

	width-depth inches	width-depth picas
full page	7-1/4 x 10	44 x 60
2/3 page	7-1/4 x 6 or 4-3/4 x 9-5/16	44 x 36 29 x 56
1/2 page	7-1/4 x 4-3/4 or 4-3/4 x 7	44 x 29 29 x 42
1/3 page	2-5/16 x 9-5/16 or 4-3/4 x 4-1/2	14 x 56 29 x 27
1/4 page	2-5/16 x 7 or 4-3/4 x 3-1/2	14 x 42 29 x 21
1/6 page	2-5/16 x 4-1/2 or 4-3/4 x 2-5/16	14 x 27 29 x 14
three col. in.	2-5/16 x 3	14 x 18
two col. in.	2-5/16 x 2	14 x 12
CLASSIFIED DISPLAY		
One Column by One Inch	2-5/16 x 1	14 x 6

#### PRINT METHOD:

Web press, 70# coated white

#### **TERMS:**

New advertisers must prepay their initial insertion; net 30 days upon receipt of tearsheet and invoice for established advertisers. Accounts more than 30 days past due will be granted additional space only at the discretion of *Res Gestae*.

Res Gestae reserves the right to decline, discontinue or revise any advertisement deemed to be inappropriate for publication, and to place the words "Paid Advertisement" above any ad resembling editorial copy.