

# Advertising Rates

# 2009 MURRAY LIFE

<p><b>1/3 Square</b> 4 1/2" x 4 5/8"</p>	<p><b>1/6 V</b> 2 1/4" 4 3/8"</p>	<p><b>1/6 H</b> 4 3/8" x 2 1/4"</p>	<p><b>1/3 H</b> 7" x 3 1/8"</p>	<p><b>2/3 V</b> 4 1/2" x 9 1/2"</p>	<p><b>1/3 V</b> 2 1/4" 9 1/2"</p>																																								
<p><b>1/2 H</b> 7" x 4 5/8"</p>	<p><b>1/2 Island</b> 4 3/8" x 7"</p>	<p><b>2/3 H</b> 7" x 6 1/8"</p>																																											
<p><b>1/4 V</b> 3 3/8" 4 3/8"</p>	<p><b>1/2 V</b> 3 3/8" 9 1/2"</p>	<p><b>Full Page</b> 7" x 9 1/2"</p> <p><b>Business Card</b> 3 1/2" x 2"</p>	<h3>Black &amp; White Advertising Rates</h3> <table border="1"> <thead> <tr> <th>Frequency</th> <th>5x</th> <th>3x</th> <th>1x</th> </tr> </thead> <tbody> <tr> <td>Full Page</td> <td>\$415</td> <td>\$460</td> <td>\$495</td> </tr> <tr> <td>2/3 Page</td> <td>330</td> <td>375</td> <td>425</td> </tr> <tr> <td>1/2 Page</td> <td>250</td> <td>285</td> <td>345</td> </tr> <tr> <td>1/3 Page</td> <td>180</td> <td>225</td> <td>275</td> </tr> <tr> <td>1/4 Page</td> <td>160</td> <td>195</td> <td>225</td> </tr> <tr> <td>1/6 Page</td> <td>125</td> <td>150</td> <td>195</td> </tr> <tr> <td>Business Card**</td> <td>80</td> <td>90</td> <td>100</td> </tr> <tr> <td>Center Spread* (2 facing pages)</td> <td></td> <td></td> <td>1,100</td> </tr> <tr> <td>Page 1*</td> <td></td> <td></td> <td>600</td> </tr> </tbody> </table>			Frequency	5x	3x	1x	Full Page	\$415	\$460	\$495	2/3 Page	330	375	425	1/2 Page	250	285	345	1/3 Page	180	225	275	1/4 Page	160	195	225	1/6 Page	125	150	195	Business Card**	80	90	100	Center Spread* (2 facing pages)			1,100	Page 1*			600
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### Mechanical Requirements

- Trim size: 8 3/8" x 10 3/4" - Bleed size: 8 1/2" x 11"
- For bleed ads, keep live matter at least 1/2" from all outside edges.
- Advertiser to furnish electronic files in Mac compatible formats (i.e. PDF, Quark, Photoshop) and a digital proof.
- For the quality of your reproduction files, it is highly recommended the resolution be 300 dpi or greater.

### Contract and Copy

- Advertiser assumes liability for all ad content.
- Ad acceptance and position are at the discretion of the publisher.
- *Murray Life* will typeset and assist with the design of ads for a charge of \$30 per hour, minimum charge: \$30.
- Premium positions are available on a multi-run basis (contract only).

### Four-Color Cover Ads (full page only)

Inside Front	Inside Back	Back Cover
\$900*	\$800*	\$1,100*

\* Frequency discount available on request.

\*\* \$5 discount per ad with NO copy change.

### Advertising Inquiries:

*Murray Life Magazine*

270-753-5225

[www.murraylifemagazine.com](http://www.murraylifemagazine.com)

[murraylife@aol.com](mailto:murraylife@aol.com)