

Macrobiotics Today

Advertising Rates

Rate Card #21

Circulation

Advertising rates are based on an estimated readership of 5,000 readers. Single copies are \$6.95. Subscription price is \$25.00 per year. Published quarterly.

Ad Space Costs

Page size	1 time	2 times	4 times
Full Page	\$335	\$335	\$310
2/3	\$250	\$225	\$200
1/2	\$205	\$190	\$175
1/3	\$110	\$100	\$90
1/6	\$70	\$55	\$45
1/12	\$55	\$45	\$30

Note: Production charge estimates for non-camera-ready ads are available on request.

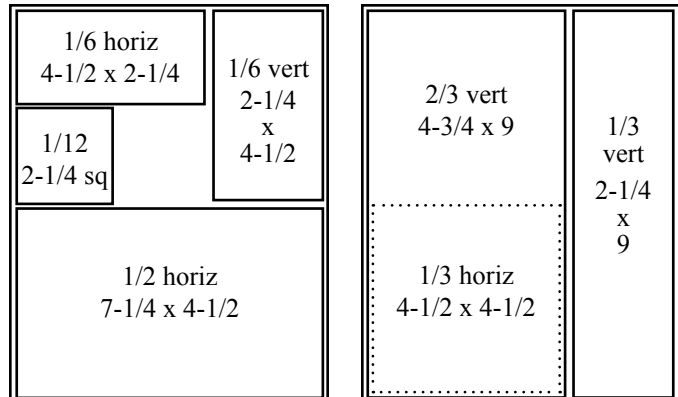
Specifications

- PDF (or other file) transfer of ad to gomf@earthlink.net preferred.
- All camera-ready advertising must be submitted to the exact size.
- Photostats, screens, and halftones are charged to the advertiser at cost.
- Black and white screens up to and including 100 line are usable.
- Page trim size: 8-7/16 x 11
- Each page is three columns; each column 2-1/4 inches wide.

Closing Dates

Issue	Reservation	Camera-ready
Winter 2021	Nov 16, 2020	Nov 30, 2020
Spring 2021	Feb 12, 2021	Feb 26, 2021
Summer 2021	May 14, 2021	May 28, 2021
Autumn 2021	Aug 13, 2021	Aug 27, 2021
Winter 2022	Nov 15, 2021	Nov 30, 2021

Ad Sizes: Full page ad 7-1/4 wide x 9 deep



Terms and Conditions

1. The publisher reserves the right to reject any advertising which is not in keeping with the publisher's standards.
2. New advertisers must prepay until credit is established. Foreign remittance must be made in U.S. funds drawn on a U.S. bank.
3. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
4. Positioning of advertisements is at the discretion of the publisher.
5. Advertising rates subject to change.

To place an ad or for further information call 530-566-9765 or email gomf@earthlink.net