

2018 ADVERTISING RATES, AD SIZES AND SPACE RESERVATION DEADLINES

ADDITIONAL 10% DISCOUNT AVAILABLE FOR NATURIST SOCIETY MEMBERS

GENERAL ADVERTISING RATES

| Frequency | 1x | 2x | 3x | 4x |
|-----------|------------|------------|------------|------------|
| Full Page | \$1,420.00 | \$1,349.00 | \$1,278.00 | \$1,207.00 |
| 1/2 Page | \$661.50 | \$628.43 | \$595.35 | \$562.28 |
| 1/3 Page | \$472.50 | \$448.88 | \$425.25 | \$401.63 |
| 1/4 Page | \$401.50 | \$381.43 | \$361.35 | \$341.28 |
| 1/6 Page | \$315.00 | \$299.25 | \$283.50 | \$267.75 |
| 1/12 Page | \$199.50 | \$189.53 | \$179.55 | \$168.58 |

*MARKETPLACE ADVERTISING RATES

| Frequency | 1x | 2x | 3x | 4x |
|-----------|------------|------------|------------|------------|
| Full Page | \$1,256.50 | \$1,193.68 | \$1,130.85 | \$1,068.03 |
| 1/2 Page | \$595.50 | \$565.73 | \$535.95 | \$506.18 |
| 1/3 Page | \$425.25 | \$403.99 | \$382.73 | \$361.46 |
| 1/4 Page | \$361.50 | \$343.43 | \$325.35 | \$307.28 |
| 1/6 Page | \$253.00 | \$240.35 | \$227.70 | \$215.05 |
| 1/12 Page | \$159.75 | \$151.76 | \$143.78 | \$135.79 |

COVER RATES

| Frequency | 1x | 2x | 3x | 4x |
|--------------|------------|------------|------------|------------|
| Back Cover | \$1,704.00 | \$1,618.80 | \$1,533.60 | \$1,448.40 |
| Inside Front | \$1,633.00 | \$1,551.35 | \$1,469.70 | \$1,388.05 |
| Inside Back | \$1,633.00 | \$1,551.35 | \$1,469.70 | \$1,388.05 |

PUBLICATION TRIM SIZE = 8.375" x 10.75" ~ PERFECT BOND

AD SIZES AND DIMENSIONS

| Page | Shape | Measurements | Shape | Measurements |
|------|------------|-----------------|------------|-------------------|
| Full | Live Area | 7.75" x 10.125" | Full Bleed | .125" Beyond Trim |
| 1/2 | Horizontal | 7.375" x 4.5" | Vertical | 4.75" x 6.75" |
| 1/3 | Square | 4.75" x 4.5" | Horizontal | 7.25" x 3" |
| | Vertical | 2.25" x 9.25" | | |
| 1/4 | Square | 3.5" x 4.5" | | |
| 1/6 | Horizontal | 4.75" x 2.25" | Vertical | 2.25" x 4.5" |
| 1/12 | Square | 2.25" x 2.25" | | |

CUSTOM AD SIZES, MAGAZINE INSERTS, AND PREMIUM PLACEMENT AVAILABLE. PLEASE CONTACT ADVERTISING MANAGER FOR MORE DETAILS.

2018 AD SPACE RESERVATION AND PUBLICATIONS DATES

| Issue #/Season | Space Deadline/ Publication Date |
|-------------------|-------------------------------------|
| 37.2 - Winter '17 | January 15 / February 5 |
| 37.3 - Spring '18 | March 29 / April 23 |
| 37.4 - Summer '18 | June 21 / July 23 |
| 38.1 - Autumn '18 | September 21 / Oct. 22 |
| 38.2 - Winter '18 | December 21 / Jan. 22 |

TERMS AND CONDITIONS

- All ads are printed in 4 color.
- Ad production, design, and layout included in the advertising rate!
- Advertisements are subject to editor approval.
- New advertisers must pay for advertisement one month in advance of publication.
- Any verbal or written agreement made in person, by telephone, mail, E-mail or fax between *N* and the advertiser is considered a binding contract. "Contract" means any number of consecutive issues.
- Contract advertisers are responsible for providing new ads or changes for each issue by the materials deadline. If changes do not arrive in time the previous issue's ad material will be used. Cancellations will not be accepted after the materials deadline.
- The *NATURIST MARKETPLACE, a section of targeted advertising, appears in the back of each issue of *N*. Classified advertising is *NOT* available.



Published by The Naturist Society Foundation
627 Bay Shore Dr Ste 100 • Oshkosh, WI 54901

CARMEN HAMM - ADVERTISING MANAGER
advertising@naturistsociety.com

Body Acceptance Is The Idea • Nude Recreation Is The Way

PHONE: 920.426.5009 • TOLL FREE: 800.886.7230

FAX: 920.426.5184 • WEB: www.naturistsociety.com