Res Gestae Advertising Rates

EFFECTIVE 7/1/12

GENERAL DISPLAY	1X		3X		5X		10X	
	B&W	C	B&W	C	B&W	C	B&W	C
full page	$ 867	1,167	832	1,132	795	1,095	727	1,027
2/3 page	$ 605	905	570	870	533	833	473	773
1/2 page	$ 509	809	478	778	438	738	401	701
1/3 page	$ 350	650	335	635	314	614	283	583
1/4 page	$ 286	586	273	573	256	556	232	532
1/6 page	$ 256	556	244	544	225	525	202	502
3 col. in.	$ 163	463	159	459	153	453	130	430
2 col. in.	$ 121	421	113	413	107	407	93	393

SPECIAL PLACEMENT

Must be color only	1X	3X	5X	10X
back cover	$1,385	1,338	1,292	1,218
inside covers	$1,251	1,214	1,176	1,096
centerspread	$2,439	2,359	2,273	2,108

CLASSIFIED DISPLAY/ B&W

One Column *wide* x One Inch *deep*	1X	3X	5X	10X
	$104	99	93	68

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.

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