



READERSHIP 45,000

In Print 10,000 • On-line Users over 30,000

The mirror image of the printed publication appears on-line including all ads at no additional charge every edition.

2012 RATES



[These rates good in consecutive issues ONLY per insertion]

	1x	4x (-15%)	13x (-20%)	26x (-30%)
Issue Front Cover	\$1,765/Color	\$1,500/Color	\$1,412/Color	\$1,236/Color
Issue Back Cover	\$1,265/Color	\$1,075/Color	\$1,012/Color	\$886/Color
Masthead Billboard	\$500/in addition to full page color rate includes web hyperlink from AmbushMag.COM			
	BW/Color	BW/Color	BW/Color	BW/Color
Center Page Spread	\$1,015/1,615	\$863/1,463	\$812/1,412	\$711/1,311
Inside Front Cover	\$ 765/1,065	\$650/950	\$612/912	\$536/836
Inside Back Cover	\$ 765/1,065	\$650/950	\$612/912	\$536/836
Full Page	\$ 445/745	\$378/678	\$356/656	\$312/612
3/4 Page	\$ 390/640	\$332/582	\$312/562	\$273/523
3-Column Half Page	\$ 315/515	\$268/468	\$252/452	\$221/421
1/2 Page	\$ 280/480	\$238/438	\$224/424	\$196/396
1/4 Page	\$ 195/345	\$166/316	\$156/306	\$137/287
1/6 Page	\$ 180	\$153	\$144	\$126
1/8 Page	\$ 140	\$119	\$112	\$ 98
Business Card	\$ 115	\$ 98	\$ 92	\$ 81
Business Cube	\$ 95	\$ 81	\$ 76	\$ 67
Classified Ad (\$30 for 30 words, 25¢ each additional word)				\$ 30

SPECS

Issue Front/4 Column	9.625"w x 9.625"h
Issue Front/3 Column	7.375"w x 12.6875"h
Issue Back Cover	9.625"w x 12.6875"h
Full Page	9.625"w x 12.6875"h
3/4 Page	9.625"w x 9"h
3-Column Half Page	7.1875"w x 8.5625"h
1/2 Page Horizontal	9.625"w x 6.25"h
1/2 Page Vertical	4.6875"w x 12.6875"h
1/4 Page Horizontal	6.25"w x 4.6875"h
1/4 Page Vertical	4.6875"w x 6.25"h
1/6 Page Horizontal	4.6875"w x 4.25"h
1/8 Page Horizontal	4.6875"w x 3.125"h
1/8 Page Vertical	2.25"w x 6.25"h
Business Card Horizontal	4.6875"w x 2.25"h
Business Card Vertical	2.25"w x 4.6875"h
Business Cube	2.25"w x 2.25"h

PREPAYMENT DISCOUNTS

Prepay 13 Ads [1/2 year]~receive 10% Discount
Prepay 26 Ads [1 year]~receive 20% Discount

NON-PROFIT

ORGANIZATION RATE

Valid non-profit organizations receive the 26x (30% off) Rate.

ELECTRONIC SUBMISSIONS

- Send as a tiff, jpg or pdf [right read/emulsion down] file. All files must be submitted in PC format and at least 300 dpi; 100 line screen.
- Submit via: E-mail: marsha@ripandmarsha.com

SPECIAL PLACEMENT

Guaranteed high visibility ad placement is available, at a **\$100** additional cost, for full-page ads where possible, and at a **\$65** additional cost for smaller ads where possible.

READER DEMOS:

male	72%
female	28%
>median age	37
21-34	26%
35-54	37%
>median HHI	84,500
HHI \$50k+	62%
HHI \$75k+	38%
>college educated	88%
>employed	81%
working full time	78%
professional/managerial	61%
>significant other	26%
>Source: In House Survey	