

# Generations

redefining life after 45



## Net Advertising Rates

Effective with the March 2010 issue

Ad size	1x	3x	5x
Full	\$1,895	\$1,706	\$1,516
1/2	\$1,195	\$1,076	\$956
1/4	\$695	\$625	\$556
1/8	\$395	\$356	\$316

Guaranteed Position +15%

## Premium Positions

Position	1x	3x	5x
Inside Front Cover	\$2,275	\$2,048	\$1,820
Inside Back Cover	\$2,275	\$2,048	\$1,820
Back Cover	\$2,475	\$2,227	\$1,980

All rates are net and include color. Non-profit rate, use 5x frequency rate. All ads include a listing on our website with a free link to your website. Reserve a 1/2 page or larger and receive an advertorial of 250 words at no additional charge (content subject to approval)

631.473.0388

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

## Website Advertising

\$125/month\*

\*inclusion in our bi-weekly email newsletter  
minimum 3 month commitment

Web ad size:

130 px X 275 px

\*full pg. ads bleed:

- page size is 8.375 x 10.875 with .125 bleed \* PLEASE NOTE: Image area is 7.625 x 10.125.
- All ads must be 300 dpi, CMYK color only. (Ads in RGB color not acceptable)
- Preferred format is pdf (press optimized with fonts embedded); high res jpg, tif or eps ads also accepted. Word and Publisher formats are NOT accepted.

## Mechanical Requirements

Full page*	8.375" w	x	10.875" d
1/2 page horizontal	7.625" w	x	4.889" d
1/2 page vertical	3.712" w	x	10" d
1/4 page	3.712" w	x	4.889" d
1/8 page:	1.756" w	x	4.889" d
Inside front cover*	8.375" w	x	10.875" d
Inside back cover*	8.375" w	x	10.875" d
Back cover*	8.375" w	x	10.875" d