



the Otter Realm

Spring 2012

Media Kit

Print Commercial Ad Prices

Black and White			-15%		-20%			-25%	
	1 Ad	Total of 2	Run of 3	Total of 3	Run 4-5	Total of 4	Total of 5	Run of 6	Total of 6
¼ Page	\$58.00	\$116.00	\$49.30	\$147.90	\$46.40	\$185.60	\$232.00	\$43.50	\$261.00
½ Page	\$115.00	\$230.00	\$97.75	\$293.25	\$92.00	\$368.00	\$460.00	\$86.25	\$517.50
Full Page	\$230.00	\$460.00	\$195.50	\$586.50	\$184.00	\$736.00	\$920.00	\$172.50	\$1035.00

Color			-15%		-20%			-25%	
	1 Ad	Total of 2	Run of 3	Total of 3	Run 4-5	Total of 4	Total of 5	Run of 6	Total of 6
¼ Page	\$65.00	\$130.00	\$55.25	\$165.75	\$52.00	\$208.00	\$260.00	\$48.75	\$292.50
½ Page	\$129.00	\$258.00	\$109.65	\$328.95	\$103.20	\$412.80	\$516.00	\$96.75	\$580.50
Full Page	\$260.00	\$520.00	\$221.00	\$663.00	\$208.00	\$832.00	\$1040.00	\$195.00	\$1170.00

Print Non-Profit Ad Prices

Black and White			-15%		-20%			-25%	
	1 Ad	Total of 2	Run of 3	Total of 3	Run 4-5	Total of 4	Total of 5	Run of 6	Total of 6
¼ Page	\$47.00	\$94.00	\$39.95	\$119.85	\$37.60	\$150.40	\$188.00	\$35.25	\$211.50
½ Page	\$94.00	\$188.00	\$79.90	\$239.70	\$75.20	\$300.80	\$376.00	\$70.50	\$423.00
Full Page	\$187.00	\$374.00	\$158.95	\$476.85	\$149.60	\$598.40	\$748.00	\$140.25	\$841.50

Color			-15%		-20%			-25%	
	1 Ad	Total of 2	Run of 3	Total of 3	Run 4-5	Total of 4	Total of 5	Run of 6	Total of 6
¼ Page	\$52.00	\$104.00	\$44.20	\$132.60	\$41.60	\$166.40	\$208.00	\$39.00	\$234.00
½ Page	\$104.00	\$208.00	\$88.40	\$265.20	\$83.20	\$322.80	\$416.00	\$78.00	\$468.00
Full Page	\$207.00	\$414.00	\$175.95	\$527.85	\$165.60	\$662.40	\$828.00	\$155.25	\$931.50

Online Commercial Ad Prices

			-15%		-20%			-25%	
	1 Ad	Total of 2	Run of 3	Total of 3	Run 4-5	Total of 4	Total of 5	Run of 6	Total of 6
Front Page-Square	\$45.00	\$90.00	\$38.25	\$114.75	\$36.00	\$144.00	\$180.00	\$33.75	\$202.50
Front Page-Banner	\$68.00	\$136.00	\$57.80	\$173.40	\$54.40	\$217.60	\$272.00	\$51.00	\$306.00

Article Pages-Square	\$36.00	\$72.00	\$30.60	\$91.80	\$28.80	\$115.20	\$144.00	\$27.00	\$162.00
Article Pages-Banner	\$54.00	\$108.00	\$45.90	\$137.70	\$43.20	\$172.80	\$216.00	\$40.50	\$243.00

Secondary Pages-Square	\$29.00	\$58.00	\$24.65	\$73.95	\$23.20	\$92.80	\$116.00	\$21.75	\$130.50
Secondary Pages-Banner	\$44.00	\$88.00	\$37.40	\$112.20	\$35.20	\$140.80	\$176.00	\$33.00	\$198.00

Online Non-Profit Ad Prices

			-15%		-20%			-25%	
	1 Ad	Total of 2	Run of 3	Total of 3	Run 4-5	Total of 4	Total of 5	Run of 6	Total of 6
Front Page-Square	\$43.50	\$87.00	\$36.98	\$110.93	\$34.80	\$139.80	\$174.00	\$32.63	\$195.75
Front Page-Banner	\$66.50	\$133.00	\$56.53	\$169.58	\$53.20	\$212.80	\$266.00	\$49.88	\$299.25

Article Pages-Square	\$40.00	\$80.00	\$34.00	\$102.00	\$32.00	\$128.00	\$160.00	\$30.00	\$180.00
Article Pages-Banner	\$60.00	\$120.00	\$51.00	\$153.00	\$48.00	\$192.00	\$240.00	\$45.00	\$270.00

Secondary Pages-Square	\$24.00	\$48.80	\$20.40	\$61.20	\$19.20	\$76.80	\$96.00	\$18.00	\$108.00
Secondary Pages-Banner	\$36.00	\$72.00	\$30.60	\$91.80	\$28.80	\$115.20	\$144.00	\$27.00	\$162.00

Print Dimensions & Formatting

Dimensions

1/4 page: 5" x 4.5"

Half page: 5" x 10"

Full page: 10.5" x 10"

Formatting

Please have your advertisement(s) in the following formats:

- .TIF or .JPEG format
- CMYK color scheme
- DPI of 300

Online Dimensions & Formatting

Online Dimensions

Square (Side Placement): 300px x 250px

Banner (Top Placement): 728px x 90px

Formatting

Please have your advertisement(s) in the following formats:

- .PNG, .JPEG, .BMP or .GIF format
- RGB color scheme
- DPI of 72

Discounts

Advertise in three consecutive issues, receive 15% off.

Advertise in four or five consecutive issues; receive 20% off.

Advertise in six consecutive issues, receive 25% off.

*Discounts apply to both print and online advertising.

Ad Creation

The Otter Realm staff only creates advertisements for an additional fee. Please contact staff for current prices.

Publication Schedule

Issue #	Ad Submission Deadline	Publication Date
1	February 10	February 16
2	February 24	March 1
3	March 9	March 15
4	March 30	April 5
5	April 13	April 19
6	April 27	May 3

Contact

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