

# High Flight Magazine Advertising Rates

Effective January 1, 2003

## Dimensions:

3 columns wide (column = 2 1/4"), 1/4" gutter  
Trim Size 8 1/4" x 11"  
Binding Method: Perfect Bind

## HighFlight Magazine

Taylor Collins, Editor  
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Color Ads	Width & Depth	
Quarter Page Vertical (Color)	3 1/2" x 4 3/4"	\$175.00
Half Page Horizontal (Color)	7 1/4" x 4 3/4"	\$350.00
Full Page Bleed Inside	8 1/2" x 11 1/4"	\$635.00
Inside Front/Back Cover		\$700.00
Outside Back Cover		\$750.00

Black & White Ads	Width & Depth	Per Issue
Full Page	7 1/4" X 9 3/4"	\$325.00
3/4 Page	7 1/4" x 7 1/4"	\$280.00
2/3 Page Vertical	4 3/4" x 9 3/4"	\$260.00
2/3 Page Horizontal	7 1/4" x 6 1/2"	\$260.00
1/2 Page Vertical	3 1/2" x 9 3/4"	\$210.00
1/2 Page Horizontal	7 1/4" x 4 3/4"	\$210.00
1/3 Page Vertical	2 1/4" x 9 3/4"	\$145.00
1/3 Page Horizontal	7 1/4" x 3"	\$145.00
1/3 Page Square	4 5/8" x 4 3/4"	\$145.00
1/4 Page Vertical	3 1/2" x 4 3/4"	\$105.00
1/4 Page Horizontal	7 1/4" x 2 1/4"	\$105.00
1/4 Page Square	4 5/8" x 3"	\$105.00
1/6 Page Vertical	2 1/4" x 4 3/4"	\$70.00
1/6 Page Horizontal	4 5/8" x 2 1/4"	\$70.00
1/6 Page Vertical	3 1/2" x 3"	\$70.00
1/8 Page	3 1/2" x 2 1/4"	\$55.00
1/12 Page	2 1/4" x 2 1/4"	\$40.00
Strip	7 1/4" x 1 1/2"	\$40.00

**Advertisement Requirements:** HighFlight is produced totally digitally on Macintosh workstations. We will be happy to try to accommodate whatever digital format material you have available, but would prefer Adobe Acrobat PDF, Quark Xpress, PhotoShop TIFF or JPEG, and Microsoft Word. CD ROM, Zip Disks, and 3 1/2" Floppy Disks in either PC or MAC formatting are welcome.