

Zoo & Aquarium Visitors Magazine advertising rate chart

Effective Issue Date: November 2007

Rate Base	300,000			
Committed Insertions	1X	4X	8X	12X
COVERS				
2nd Cover	42,390	41,130	39,000	37,710
3rd Cover	37,080	35,970	34,110	33,000
4th Cover	44,160	42,840	40,620	38,400
FOUR COLOR				
Spread	70,620	68,520	64,980	62,880
Full Page	35,310	34,260	32,490	31,440
2/3 Page	28,410	27,570	26,130	25,290
1/2 Page	22,140	21,480	20,370	19,710
1/3 Page	15,390	14,910	14,160	13,680
TWO COLOR				
Spread	59,160	57,420	54,420	52,680
Full Page	29,580	28,710	27,210	26,340
2/3 Page	23,520	22,830	21,660	20,940
1/2 Page	18,030	17,490	16,590	16,050
1/3 Page	12,810	12,450	11,790	11,400
BLACK & WHITE				
Spread	47,040	45,660	43,332	41,880
Full Page	23,520	22,830	21,666	20,940
2/3 Page	18,930	18,360	17,400	16,830
1/2 Page	15,330	14,850	14,100	13,620
1/3 Page	10,290	9,990	9,480	9,180

Bleed: Add 10%

Mechanical Charges: Key numbers, half tones, camera work, and/or stripping will be billed to advertiser.

Commissions: Recognized advertising agencies may take 15% of gross billing space, color, and special position, provided account is paid within 30 days of invoice. No commision is allowed on artwork, reprints or mechanical charges.

Terms: Net 30 days; no cash discounts.