



AD RATES & SPECS

Four Color	1x	2x	4x
Two-Page Spread	\$11,335	\$11,125	\$10,915
Full Page	\$5,875	\$5,560	\$5,245
2/3 Page Vertical	\$4,300	\$4,185	\$3,880
1/2 Page Horizontal	\$3,670	\$3,460	\$3,250
1/3 Page Vertical	\$3,040	\$2,830	\$2,620

Cover Positions	1x	2x	4x
Cover 2	\$6,400	\$5,980	\$5,665
Cover 3	\$5,980	\$5,665	\$5,350
Cover 4	\$6,925	\$6,400	\$6,085

Get noticed with special print options:

Case Study: \$7,490

Maximize visibility with a one-page sponsored case study. Contact Smithbucklin for submission guidelines.

Advertorials, belly bands, cover wraps, and inserts are highly effective. Contact Smithbucklin for pricing and guidelines.

Production Contact:

Smithbucklin
April Gascon
Account Coordinator
agascon@smithbucklin.com
Phone: 202-367-2457

Ad Sizes+	Width	Depth
Two-Page Spread (Trim)	16"	10.5"
Full Page (Trim)	8"	10.5"
Full Page (Non-Bleed)	6.42"	9"
2/3 Page Vertical	4.11"	9"
1/2 Page Horizontal	6.42"	4.17"
1/3 Page Vertical	1.97"	9"

+For spread and full-page bleed ads, please extend 0.125" beyond the trim edge on all sides. APA also accepts bleed for fractional ads. Please see below for the correct ad dimensions.

Fractional Bleed Ads	Width	Depth
2/3 Page Vertical (Trim)	4.86"	10.5"
1/2 Page Horizontal (Trim)	8"	5"
1/3 Page Vertical (Trim)	2.64"	10.5"

For fractional bleed ads, please extend 0.125" beyond the trim edge on all sides.

Format:

High-resolution (300 dpi) PDF format is required. Please convert all artwork to CMYK. APA does not guarantee a perfect color match to PMS colors.