

Full Page  
Bleed  
8 x 11.125"  
  
(2 Page Spread  
16.25" x 11.125")

Full Page  
Trim  
7.875 x 10.875"

2/3 Page  
4.65 x 9.75"  
with bleed:  
5.25 x 11.125"

Special: Strip Ad on Cover

1/2 Page  
Island  
4.65 x 7.5"

1/4 Page Horizontal  
7.125 x 2.25"

1/2 Page  
Horizontal  
7.125 x 4.75"

1/4 Page  
Vertical  
2.25 x 7.5"

1/4 Page  
Square  
3.5 x 4.75"

1/3 Page Vertical  
2.25 x 9.75"  
with bleed:  
2.75 x 11.125"

1/3 Page  
Square  
4.65 x 4.75"

1/3 Page Horizontal  
7.125 x 3.25"  
with bleed: 8 x 3.25"

1/6 Page Vertical  
2.25 x 4.75"

Horizontal  
4.65 x 2.5"

## 4-COLOR AD RATES

	1X	3X	6X	12X
Spread	\$13,830	\$13,350	\$12,825	\$11,715
1 Page	7,415	7,175	6,910	6,345
2/3 Page	6,175	5,965	5,760	5,320
1/2 Page Island	5,450	5,290	5,125	4,720
1/2 Page	5,040	4,890	4,745	4,345
1/3 Page	4,085	3,960	3,860	3,510
1/4 Page	3,445	3,335	3,255	2,960
1/6 Page	2,845	2,765	2,675	2,500

**Special:** Strip ad on cover, FP and one banner on a vertical market section of MPR.com. Total cost \$7,000 net

## 2-COLOR AD RATES

	1X	3X	6X	12X
Spread	\$13,050	\$12,555	\$12,030	\$10,935
1 Page	6,590	6,345	6,085	5,530
2/3 Page	5,405	5,195	5,000	4,545
1/2 Page Island	4,700	4,505	4,355	3,945
1/2 Page	4,210	4,040	3,910	3,500
1/3 Page	3,265	3,130	3,015	2,755
1/4 Page	2,610	2,510	2,425	2,225
1/6 Page	2,020	1,945	1,865	1,725

## BLACK & WHITE AD RATES

	1X	3X	6X	12X
Spread	\$11,895	\$11,405	\$10,880	\$9,785
1 Page	5,960	5,710	5,445	4,905
2/3 Page	4,770	4,570	4,375	3,925
1/2 Page Island	4,055	3,885	3,725	3,340
1/2 Page	3,570	3,435	3,280	2,930
1/3 Page	2,635	2,515	2,405	2,175
1/4 Page	1,975	1,880	1,820	1,625
1/6 Page	1,385	1,330	1,260	1,135

## INSERT RATES

	1X	3X	6X	12X
1 Page/2 Sides	\$8,018	\$7,787	\$7,472	\$7,251
2 Pages/4 Sides	10,897	10,717	10,475	10,192

**Bound In Insert Size:** Bleed size applies (8 x 11.125")

**Tipped In Insert Size:** 7.75 x 11.125" trims down to 7.625 x 10.875"

**Tip-In Charge (if applicable):** \$34.50 per thousand.  
(Non-commissionable)

**Minimum Insert Charge:** \$800

## SPECIALTY ADVERTISING AND SHOW PROMOTION

**Custom Inserts** – An effective way your company can reinforce the corporate image and sales message is with the persuasiveness and credibility of custom advertorial. A custom insert is an excellent advertising vehicle to tell the company product story and gain market share.

**4 page insert**, 4 color; 40,000 copies of QP; 100 lb. stock  
5,000 additional copies; Fully printed & designed

### Rates

Contract Advertisers*	\$11,765
Non-contract Advertisers	\$15,700

\*A contract advertiser is any company placing a minimum of six insertions per year in *Quick Printing*.

- Belly Bands • Reprints • Corporate Profile Inserts • Gatefolds
- Barn Door Covers • Outserts • Post-it Notes™
- Custom Magazines • Direct Response Cards • Publisher's Letter

### Rates

Inside Front Cover	\$7,610
Inside Back Cover	\$7,295
Back Cover	\$7,925

### Other Special Positions

Earned rate + \$275  
(including mandatory left or right hand page)  
Opposite contents page  
Earned rate + \$425