

**ADVERTISING RATES** – price is per issue\*\*\* - Effective January 1, 2018

Frequency	Ad Size					Sponsored**
	Full	1/2	1/3	1/4	1/6	
<b>6 times</b>	645	410	325	260	185	–
<b>4 times</b>	870	635	410	325	260	–
<b>1 time</b>	1135	745	545	425	320	400
<b>Theme*</b>	520	330	260	210	150	250

\*To qualify, ad must focus on one of the two theme topics in that particular issue; subject to approval.

\*\* Full page exposure includes column, story or photos plus an approximately 1/6 page branding element. Subject to availability and restrictions. Content subject to approval; must provide reader value and not be blatantly promotional. Additional charge if we create the content.

\*\*\* Digitization of print ads is included with all rates. Our system extracts each ad and converts it into an innovative digital marketing campaign. See your APG Media Consultant for details.

Ad Sizes	Width	x	Depth
Full Page (w/o bleed)	7.75"		10"
Full Page* (w/ bleed)	8.75"		11.25"
1/2 Page Horizontal	7.75"		4.90"
1/2 Page Vertical	3.75"		10"
1/3 Page Horizontal	7.75"		3.22"
1/3 Page Vertical	3.75"		6.6"
1/4 Page	3.75"		4.90"
1/6 Page	3.75"		3.22"

**Business Builder Ads:** smaller ads that run on a 6x frequency basis.

**Ad Size:** 1/12 (Width: 2.35" x Depth: 2.35") • **Cost:** \$100 each includes full color; required to run all 6 issues

**Minimum requirements for the PDF are:**

- Acrobat 4.0 compatibility
- All fonts should be embedded
- Color documents should be CMYK with color left unchanged.
- Do not separate colors — leave as one document.

**Resolution:** 300 dpi

**Line Screen:** 150 lpi CMYK color



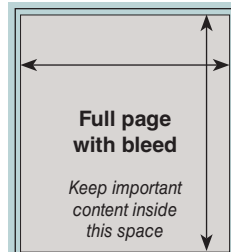
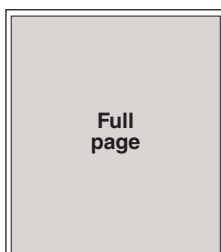
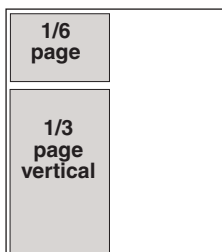
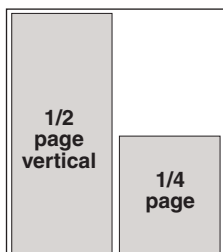
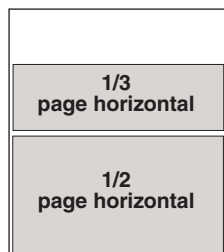
Purchase a photo spot or "It Gift" to highlight one of your products. The ad includes a photo and description of the item, price and where to buy the gift.

**Cost**

**\$125 at 1x or \$100 for 6x**

If you purchase a 1/4 page display ad or larger receive an "It Gift" for 50% of the cost based on frequency.

Please limit item(s) to no more than 3 in one ad and there should be no more than 30-35 words. We reserve the right to edit any content.



\*Full Page bleed size includes 1/4" bleed on all 4 sides. Keep critical information at least 1/8" from edge of image area (7.75x10). Final trim size is 8.25x10.75

**2018 CALENDAR**

**IN EVERY ISSUE:**

Profile • Food Sense • A Man's Perspective • Book Review • Unexpected Caregiver  
Wellness • Seasonal and informative features

Southern Minn Girlfriends	Theme	Ad Space Reservation Ad Copy Due	Publish Date
JAN/FEB	Balance (wellness, resolutions); Wedding section	Dec 15, 2017	Jan 19
MAR/APR	Style issue (home, garden, fashion)	Feb 9	Mar 9
MAY/JUN	Adventure - regional travel section	Apr 13	May 11
JUL/AUG	Foodie issue (cooking, recipes, dining out)	Jun 8	Jul 13
SEP/OCT	Regional Women's Event	Aug 10	Sept 14
NOV/DEC	Holiday issue; Philanthropy and volunteerism section	Oct 12	Nov 9