

ADVERTISING RATES - price is per issue*** - Effective January 1, 2019

Frequency	Ad Size					Sponsored**
	Full	1/2	1/3	1/4	1/6	
6 times	655	420	335	270	195	-
4 times	880	645	420	335	270	-
1 time	1135	745	545	425	320	400
Theme*	540	350	280	230	170	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



Share a small press release about a female staff member and their achievements/awards. This could be an award, anniversary, a joining announcement like a realtor or doctor, etc.

- Approximately quarter page - about 100 words + headshot and logo.
- **\$100**

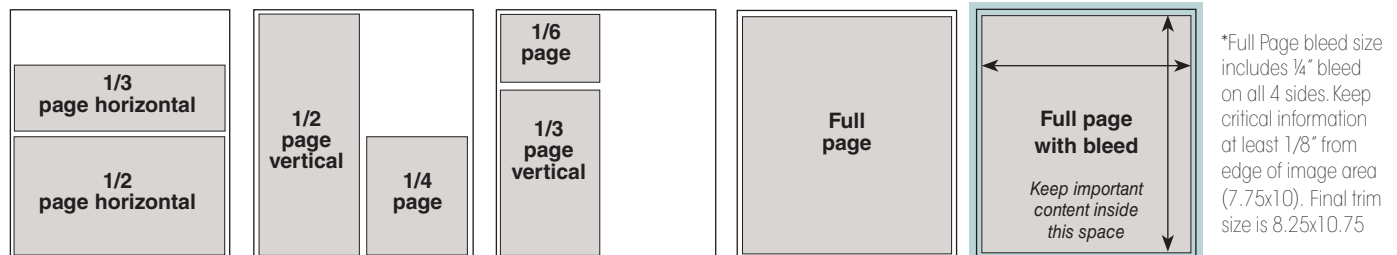


Purchase a photo spot or "It Gift" to highlight one of your products. The ad includes a photo and description of the item, price and where to buy the gift.

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.



2019 CALENDAR

IN EVERY ISSUE:

Profile • A Man's Perspective • Book Review • Unexpected Caregiver Wellness • The Coaches Corner • Seasonal and informative features

Southern Minn Girlfriends	Theme	Ad Space Reservation Ad Copy Due	Publish Date
JAN/FEB	New Beginnings / Realizing Health & Fitness in the new year + Bridal	Dec 14, 2018	Jan 18
MAR/APR	The RE-Issue / Restyling/Repurposing/ Refreshing the home, garden, & personal style	Feb 8	Mar 15
MAY/JUN	The FUN Issue / Exploring the Art of Adventure	Apr 12	May 17
JUL/AUG	What's Cooking? / Serving up Food stories from Farm to Fork	Jun 14	Jul 19
SEP/OCT	The Multi-Faceted Woman / Redefining the feminine	Aug 9	Sept 13
NOV/DEC	Holiday Heroes / A salute to the season!	Oct 11	Nov 8