



2017 Rate Card & Editorial Calendar

CONNECTION

Issue	Benefit Theme	Reserve Ad Space	Ad Copy Due	Mail Date
Spring 2017	Health/Insurance	1/5/2017	1/12/2017	2/2/2017
Fall 2017	Travel/Financial Services	6/29/2017	7/5/2017	8/3/2017

Advertising Rates

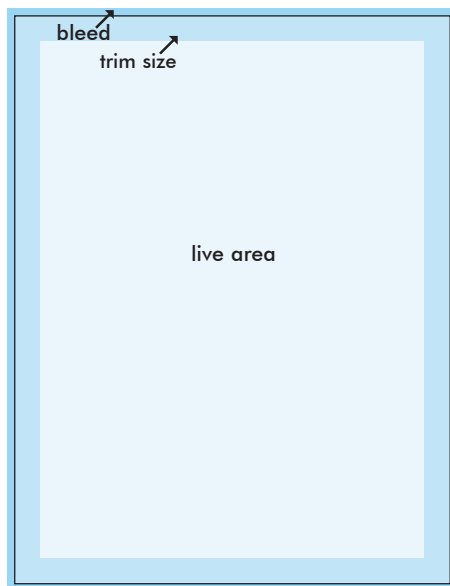
Black and white	1x	2x Contract
Full Page	\$400.00	\$360.00
½ Page Horz. or Vertical	\$220.00	\$198.00
¼ Page ad	\$110.00	\$99.00
⅙ Page ad (Business card)	\$60.00	\$54.00

Contact Information

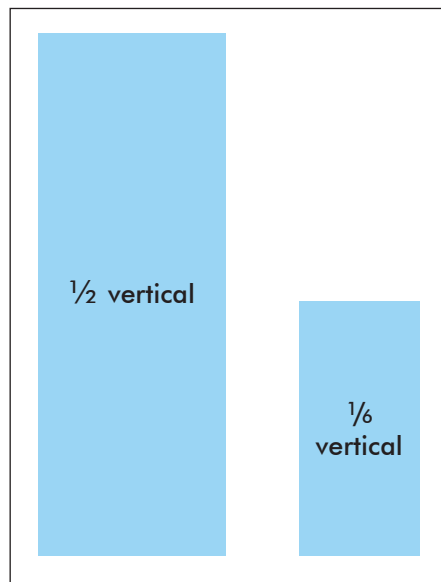
Jill Maggio
 CAP Connection, (715) 445-5000, ext 115
 jillm@jonespublishing.com
 Fax: (715) 445-4053

Send Advertising Materials to:

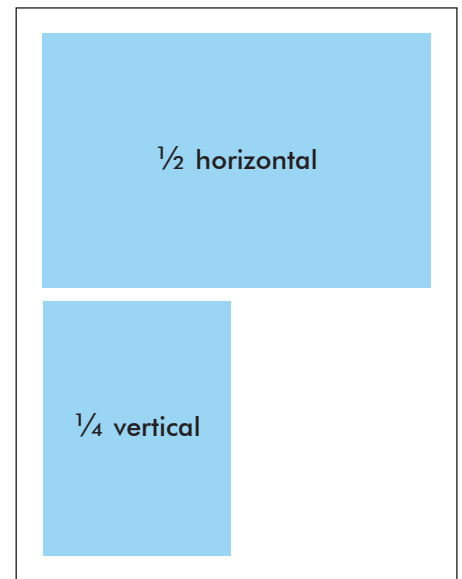
jillm@jonespublishing.com



Full page
 With bleed: 8.5" by 11"
 Magazine trim size: 8.25" by 10.75"
 Live area: 7.75" by 10.25"



½ vertical: 3.5" wide by 9.75" high



½ horizontal: 7.25" wide by 4.75" high
 ¼ vertical: 3.5" wide by 4.75" high
 ⅙ vertical: 2.25" wide by 4.75" high

Requirements for camera-ready art. We prefer PC-based software, if possible.

**Programs for the PC (Preferred)

- InDesign
- Adobe Photoshop
- Adobe Illustrator
- High-resolution PDF

Macintosh Software

- InDesign
- Adobe Photoshop
- Adobe Illustrator
- High-resolution PDF

Available Media

- Tiff Files
- Stuffit Files
- CD Rom and DVD—
 Readable Only—PC or Mac
- FTP Site (information
 available upon request)

Art Specification

- 150 line screen
- Dot Gain 10%
- 300 DPI for photos
- Trim Size: 8.25" by 10.75"
- Bleed Size: 8.5" by 11"
- Color—Black and White

Payment Terms & Conditions

All ads must be prepaid unless an advertising frequency contract has been signed and monthly billing privileges have been established in writing. Frequency discounts will be applied to prepaid ads only and aforementioned contracted advertisers. Failure to pay at time of placement will result in forfeiture of frequency discount and open rate will be billed to the client.

Subject to change. Contact Debra for more information on distribution and advertising rates.