

## 2017 Counselor Magazine Rates

Issues Per Year: 13 Circulation Promise: 14,000\*

\*Supplement rates equal regular rates.

Size	12x	6x	3x	1x
Full page	\$3,645	\$3,870	\$4,315	\$5,065
2/3 page	2,890	3,045	3,365	4,025
1/2 page	2,620	2,740	3,020	3,640
1/2 page Island	2,620	2,740	3,020	3,640
1/3 Page Square	1,965	2,160	2,595	3,115
1/4 page Column	1,640	1,860	2,085	2,410
Spread	5,405	5,675	6,275	7,590
Half Gatefold	3,645	3,870	4,315	5,065

### Covers: full-color, non-cancelable

Cover 2 & Page 1	\$6,390
Cover 3	5,835
Cover 4	6,990
Z-Gatefold (s pages)	16,410
Second Cover 2	6,390
Reverse Gate (3 pages)	6,460

**Bellyband** \$7,110

**Inside French Gate (Spread)** \$7,435

**Guaranteed Position Premium** \$220

**Digital Magazine Sponsorship** \$645

### Resource Center/Classifieds

4-color	12x	6x	3x	1x
2"	\$265	\$350	\$355	\$400
3"	400	480	520	535
4"	525	605	655	680

Black & White/2-color	12x	6x	3x	1x
2"	\$160	\$235	\$260	\$290
3"	290	350	405	440
4"	410	500	540	565

\*1,000 delivered digitally

### Inserts up to 80# text weight (Net Price) For Tip-On add an additional \$790

Size	12x	6x	3x	1x
<b>Single Sheet</b> (2 pages)	\$2,810	\$3,030	\$3,410	\$3,970
<b>4 Pages</b>	4,535	4,780	5,465	6,190
<b>6 Pages</b>	6,185	6,440	7,040	8,290
<b>8 Pages</b>	7,575	8,035	8,555	10,260
<b>10 Pages</b>	8,945	9,485	10,105	12,145
<b>12 Pages</b>	10,260	10,890	11,585	13,930

### Inserts 90# – 110# text weight (Net Price) For Tip-On add an additional \$790

Size	12x	6x	3x	1x
<b>Single Sheet</b> (2 pages)	\$2,950	\$3,165	\$3,560	\$4,115
<b>4 Pages</b>	4,835	5,075	5,780	6,480
<b>6 Pages</b>	6,615	6,880	7,475	8,725
<b>8 Pages</b>	8,160	8,610	9,140	10,855
<b>10 Pages</b>	9,680	10,220	10,840	12,865
<b>12 Pages</b>	11,145	11,765	12,470	14,805

### Inserts 120# – 130# text weight (Net Price) For Tip-On add an additional \$790

Size	12x	6x	3x	1x
<b>Single Sheet</b> (2 pages)	\$3,255	\$3,460	\$3,850	\$4,400
<b>4 Pages</b>	5,270	5,520	6,215	6,920
<b>6 Pages</b>	7,200	7,465	8,060	9,310
<b>8 Pages</b>	8,885	9,345	10,205	11,565
<b>10 Pages</b>	10,780	11,105	11,710	13,750
<b>12 Pages</b>	12,165	12,790	13,480	15,825

Higher-weight inserts will have additional charges of \$100 per 10# per 2 pages. So, 140# 4-page insert at the 12x rate would cost \$5,190.

All inserts are quoted as text weight.

To convert from cover weight or points see below:

4 pt. = 80# text weight, 6 pt. = 110# text weight

8 pt. = 145# text weight, 10 pt. = 160# text weight

Ride-Along (Net Price)	1st Requested Ride-Along	2nd Requested Ride-Along
<b>Single Sheet</b>	\$7,165	\$12,060
<b>4 Pages</b>	9,375	14,270
<b>6 Pages</b>	11,500	16,390
<b>8 Pages</b>	13,470	18,365
<b>10 Pages</b>	15,300	20,195
<b>12 Pages</b>	17,100	21,995
<b>16 Pages</b>	19,175	24,070

Includes space charges, postage for ride-alongs weighing under 3.3 oz. and polybag. Ride-alongs weighing over 3.3 oz. will be quoted upon request.