

Charlie Borland Photography www.borlandphoto.com

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ADVERTISING: NATIONAL AND TRADE MAGAZINES

Circulation	1/4 page	1/2 page	3/4 page	Full page	Back cover
Over 1 million	1150.	1250.	1400.	1600.	2300.
1 Million	900.	975.	1200.	1400.	2000.
500K	750.	850.	1000.	1200.	1800.
250K	650.	750.	875.	1000.	1600.
100K	550.	650.	725.	900.	1400.
50K	425.	575.	625.	800.	1200.
25K	375.	500.	550.	700.	1000.
10K	325.	425.	475.	600.	875.
Under 5K	275.	350.	400.	500.	750.

ADVERTISING: REGIONAL MAGAZINES

Circulation	1/4 page	1/2 page	3/4 page	Full page	Back cover
Over 1 million	900.	1050.	1225.	1750.	2200.
1 Million	700.	800.	975.	1400.	1900.
500K	600.	675.	825.	1200.	1700.
250K	525.	575.	750.	1050.	1500.
100K	450.	500.	675.	950.	1250.
50K	400.	450.	575.	850.	1050.
25K	325.	375.	475.	750.	900.
10K	275.	325.	400.	625.	775.
Under 5K	250.	275.	325.	500.	650.

EDITORIAL MAGAZINES					
Circulation	1/4 page	1/2 page	3/4 page	Full page	Cover
Over 10 million	500.	700.	800.	900.	2500.
10 Million	450.	600.	700.	750.	2200.
1 Million	400.	500.	600.	650.	1800.
500K	350.	450.	500.	600.	1400.
250K	300.	375.	450.	550.	1100.
100K	275.	300.	400.	500.	950.
50K	250.	275.	350.	450.	700.
25K	200.	250.	300.	400.	600.
Under 10K	175.	225.	250.	350.	500.

PACKAGING				
Volume	25%	Up to 50%	Up to 75%	Up to 100%
Over 20 million	1600.	2100.	2500.	3200.
10 Million	1450.	1800.	2100.	2800.
5 Million	1250.	1500.	1800.	2400.
1 Million	1050.	1400.	1600.	2100.
500K	900.	1200.	1400.	1800.
250K	800.	1000.	1200.	1600.
100K	700.	900.	1050.	1400.
50K	600.	800.	950.	1200.
Up to 20k	500.	700.	850.	1000.

ADVERTISING: BROCHURES

Circulation	1/4 page	1/2 page	3/4 page	Full page	Cover
Over 1 million	750.	900.	1150.	1200.	1800.
500K	650.	750.	1000.	1000.	1500.
250K	575.	650.	850.	900.	1300.
100K	500.	550.	750.	825.	1175.
50K	425.	475.	650.	775.	1050.
25K	350.	400.	550.	725.	925.
10K	300.	350.	475.	625.	800.
5K	250.	300.	400.	550.	675.
Under 2500	200.	250.	325.	450.	550.

ANNUAL REPORTS

Circulation	1/4 page	1/2 page	3/4 page	Full page	Cover
Over 1 million	1100.	1300.	1500.	1900.	2500.
500K	900.	1100.	1300.	1600.	2200.
250K	775.	950.	1150.	1400.	1900.
100K	675.	850.	1000.	1250.	1600.
50K	575.	750.	900.	1100.	1400.
25K	500.	650.	800.	1000.	1200.
10K	425.	550.	700.	900.	1000.
5K	350.	450.	600.	800.	900.
Under 5K	300.	400.	500.	700.	800.

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ADVERTISING: NEWSPAPERS				
Circulation	1/4 page	1/2 page	3/4 page	Full page
Over 1 million	750.	900.	1150.	1200.
500K	550.	550.	750.	825.
250K	475.	475.	650.	775.
100K	400.	400.	550.	725.
50K	300.	350.	475.	625.
UP TO 25K	250.	300.	400.	550.

CATALOGS					
Circulation	1/4 page	1/2 page	3/4 page	Full page	Cover
Over 1 million	900.	975.	1400.	1500.	2300.
500K	750.	875.	1200.	1300.	2000.
250K	625.	800.	1050.	1200.	1800.
100K	550.	725.	975.	1100.	1500.
50K	475.	675.	875.	1000.	1350.
25K	425.	600.	775.	900.	1200.
10K	375.	525.	675.	800.	1000.
5K	350.	450.	600.	700.	900.
Under 5K	300.	400.	500.	600.	800.

ADVERTISING: BILLBOARDS				
# Billboards	1 Month	3 Months	6 Months	1 Year
First Board	400.	900	1200.	1500.
Addt'l Brds.	20.	30.	40.	50.

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WEBSITES: PERSONAL		
	Home Page	Inside
Over 1 year	750.	500.
6 Months	500.	375.
3 Months	350.	225..
1 Month	250.	150.

WEBSITES: COMMERCIAL				
	Inside- Smaller 1/3 screen	Inside- Larger 1/3 screen	Home Page	Banner Ad
Over 1 year	500.	600.	750.	1000.
6 months	400.	500.	600.	800.
3 months	325.	425.	500.	600.
1 month	225.	350.	400.	500.

TRADE SHOW BOOTHS					
	16x20	24x36	36x48	48x60	larger
Over 6 shows	700.	700.	850.	950.	1200.
1-6 shows	550.	600.	700.	800.	1000.
1 show	400.	500.	600.	700.	850.

FINE ART PRINTS		
Size	Personal	Business
40x60	500.	800.
36x48	400.	600
24x36	300	450.
16x20	175.	300.