

Active Living Guide Advertising

	2019		2020		2021	
	<u>Non-profit</u>	<u>Commercial</u>	<u>Non-profit</u>	<u>Commercial</u>	<u>Non-profit</u>	<u>Commercial</u>
Inside Cover Full Page (color and gloss)	\$ 468.18	\$ 702.27	\$ 477.54	\$ 716.32	\$ 487.09	\$ 730.64
Inside Back Cover Full page (color and gloss)	\$ 468.18	\$ 702.27	\$ 477.54	\$ 716.32	\$ 487.09	\$ 730.64
Outside back cover full page (color and gloss)	\$ 572.22	\$ 858.33	\$ 583.66	\$ 875.50	\$ 595.34	\$ 893.01
1/8 page (black and white) 2x3 inches	\$ 54.31	\$ 81.18	\$ 55.40	\$ 82.80	\$ 56.50	\$ 84.46
1/4 page (black and white) 4.5 x 3 inches	\$ 109.30	\$ 163.96	\$ 111.49	\$ 167.24	\$ 113.72	\$ 170.58
1/2 page (black and white) 4.5 x 6 inches	\$ 190.74	\$ 286.11	\$ 194.55	\$ 291.83	\$ 198.45	\$ 297.67
1 page (black and white)	\$ 369.30	\$ 553.95	\$ 376.69	\$ 565.03	\$ 384.22	\$ 576.33
Banner ad (black and white) 2 x 6 inches	\$ 64.73	\$ 97.10	\$ 66.02	\$ 99.04	\$ 67.35	\$ 101.02

**Prices do not include taxes*

**Ad design is not included and is the responsibility of advertisers*

2022		2023	
<u>Non-profit</u>	<u>Commercial</u>	<u>Non-profit</u>	<u>Commercial</u>
\$ 496.84	\$ 745.25	\$ 506.77	\$ 760.16
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\$ 607.24	\$ 910.87	\$ 619.39	\$ 929.08
\$ 57.63	\$ 86.15	\$ 58.79	\$ 87.87
\$ 115.99	\$ 174.00	\$ 118.31	\$ 177.48
\$ 202.41	\$ 303.62	\$ 206.46	\$ 309.69
\$ 391.90	\$ 587.86	\$ 399.74	\$ 599.61
\$ 68.69	\$ 103.04	\$ 70.07	\$ 105.10