

THETIS ISLAND QUARTERLY AD RATES

Rates are: \$5 per column inch for a single-issue ad, or \$4 per column inch if you advertise for a year (four issues.) Within that year you can change the size or content of the ad, and the discount will still apply. Some standard sizes and rates are:

Ad	Size in inches	dpi	Per issue	4 issues
Business Card (BC)	3.5 x 2	1050 x 600	\$10.00	\$32.00
Double BC	3.5 x 4	1050 x 1200	\$20.00	\$64.00
Triple BC	3.5 x 6	1050 x 1800	\$30.00	\$96.00
¼ page	3.5 x 5	1050 x 1500	\$25.00	\$80.00
½ page	7.5 x 4.75 or 3.5 x 10	2250 x 1475 or 1050 x 3000	\$50.00	\$160.00
Full page	10 x 7	3000 x 2100	\$100.00	\$320.00
Page Sponsor				\$200.00

The Page Sponsor gets a quarter page ad in the advertisement section and a 1/2 strip at the bottom of the page in the main body of the magazine. The Back Page Sponsor, because of increased visibility, does not get the 1/4 page ad, but has about 4 column inches on the back page.