

# 2012 Display Advertising Rates\*

\*NOTE: Prices listed in US dollars include four-color and are gross, subject to the 15% agency commission allowance.

4-Color Process	1x	3x	6x	12x	Online Digital Rates			
<b>Full Page</b>	7,850	7,670	7,310	5,615	<b>OGFJ.com</b>		<b>e-Newsletter</b>	
<b>2/3 Page</b>	7,080	6,330	5,970	5,460	Page Peel	2,500	ENL-Leader Board	1,500
<b>1/2 Page</b>	5,720	5,340	4,840	4,380	Leader Board	1,500	ENL-Skyscraper	1,000
<b>1/3 Page</b>	4,840	4,590	4,220	3,860	Skyscraper	1,200	ENL-Square	1,000-500
<b>1/4 Page</b>	4,220	3,860	3,500	2,990	Square	1,000-500		
<b>Full Page Spread</b>	13,490	13,390	13,290	13,130	<b>Webcasts</b>			
<b>1/2 Page Spread</b>	9,790	9,680	9,550	9,420	Starting at	15,000		

## 2012 Display Advertising Specifications

	FULL PAGE SPREAD	HALF PAGE SPREAD	FULL PAGE	2/3 PAGE	1/2 PAGE ISLAND	1/2 PAGE VERTICAL	1/2 PAGE HORIZONTAL
<b>AD SIZE</b>							
<b>TRIM (W x H)</b>	16" x 10.5" 406mm x 267mm	16" x 5.25" 406mm x 133mm	8" x 10.5" 203mm x 267mm	—	—	—	—
<b>BLEED</b>	16.25" x 10.75" 413mm x 274mm	16.25" x 5.5" 413mm x 140mm	8.25" x 10.75" 210mm x 274mm	5.25" x 10.75" 133mm x 274mm	5.25" x 8.25" 133mm x 210mm	4.125" x 10.75" 105mm x 274mm	8.25" x 5.5" 210mm x 140mm
<b>LIVE AREA</b>	15" x 9.5" 381mm x 241mm	15" x 5" 391mm x 127mm	7" x 9.5" 178mm x 241mm	4.5" x 9.5" 114mm x 241mm	4.5" x 7.375" 114mm x 187mm	3.375" x 9.5" 86mm x 241mm	7" x 4.875" 178mm x 124mm

	1/3 PAGE VERTICAL	1/3 PAGE SQUARE	1/3 PAGE HORIZONTAL	1/4 PAGE
<b>AD SIZE</b>				
<b>TRIM (W x H)</b>	—	—	—	—
<b>BLEED</b>	—	—	—	—
<b>LIVE AREA</b>	2.25" x 9.5" 57mm x 241mm	4.5" x 4.875" 114mm x 124mm	7" x 3.3125" 178mm x 84mm	3.375" x 4.875" 86mm x 124mm

Use your QR code app to access ad specifications online.

Take a photo with a QRcode app!



All text, logos, borders and boxes that do not bleed should stay within the live area.

