

Digital Magazine Advertising Rates

<u>Ad Size</u>	<u>1 Insertion</u>	<u>2 Insertions</u>	<u>4 Insertions</u>
Full Page	\$150	\$270	\$540
1/2 Page	\$100	\$180	\$360
1/4 Page	\$80	\$144	\$288
1/6 Page	\$65	\$117	\$234
1/8 Page	\$40	\$72	\$144

*10% discount for advertising in multiple issues of the magazine.

Premium Digital Advertising	1 Insertion	4 Insertions
Inside Front Cover Ad - Full Page	\$375	\$1350
Inside Front Cover Ad - Half Page	\$200	\$720
Two Page Spread Ad	\$325	\$1170

Advertising Dates

September 2013
 December 2013
 March 2014
 June 2014

Ad Deadline

August 1, 2013
 November 1, 2013
 February 1, 2014
 May 1, 2014



Advertising Requirements

Required Format Guidelines

Advertisements must be submitted in the following formats: .PDF .TIF .JPG

Size Requirements

Full Page

8.675" w x 11.125" h

2594 x 3330 pixels

1/2 Page (Horizontal)

7.5" w x 4.867" h

2250 x 1460 pixels

1/2 Page (Vertical)

4.9" w x 7.5" h

1470 x 2250 pixels

1/4 Page (Horizontal)

7.5" w x 2.33" h

2250 x 700 pixels

1/4 Page (Vertical)

2.33" w x 7.5" h

700 x 2250 pixels

1/4 Page (Square)

4.91" w x 3.5" h

1470 x 1050 pixels

1/6 Page (Horizontal)

4.91" w x 2.33" h

1470 x 700 pixels

1/6 Page (Vertical)

2.33" w x 4.91" h

700 x 1470 pixels

1/6 Page

(Banner Horizontal)

7.5" w x 1.75" h

2250 x 525 pixels

1/8 Page (Horizontal)

4.91" w x 2" h

1470 x 600 pixels

1/8 Page (Vertical)

2.33" w x 4" h

700 x 1200 pixels

Submission Guidelines

1. Email advertisement as an attachment to: meganh@IEW.com.

2. Purchase your ad size from the IEW store: IEW.com/catalog.

(If you are purchasing ads for multiple issues, you will need to wait for a coupon code before going through the check-out process.)

3. You will be sent an email confirmation with further instructions.