

# ➔ 2017 PRINT RATES & SPECS

## AD SIZES AVAILABLE (INCHES)

Magazine Trim Size:	7.875" X 10.8125"
Full Bleed Page	8.125" X 11.0625"
(Keep live matter centered per page	7" X 10")
Full Bleed Spread	16" X 11.0625"
(Keep live matter centered per page	15" X 10")
Bleed Gutter (non-bleed spread)	15" X 10"
Full Page	7" X 10"
2/3 Page	4.625" X 10"
1/2 Page Horizontal Bleed	8.125" X 5.5"
1/2 Page Horizontal	7" X 4.875"
1/2 Page Vertical	3.375" X 10"
1/2 Page Island	4.625" X 7.5"
1/3 Page Horizontal	4.625" X 4.875"
1/3 Page Vertical	2.25" X 10"
1/4 Page Vertical	3.375" X 4.875"



## PIZZA TODAY DISPLAY AD RATES 2017

SPACE	1x	3x	6x	12x
Full page	\$8,925	\$8,765	\$8,660	\$8,465
2/3 page	\$7,660	\$7,570	\$7,445	\$7,270
1/2 page	\$6,510	\$6,450	\$6,375	\$6,190
1/3 page	\$5,530	\$5,480	\$5,415	\$5,250
1/4 page	\$4,710	\$4,665	\$4,615	\$4,470
Cover 4	\$11,950	\$11,865	\$11,730	\$11,050
Covers 2 & 3	\$11,710	\$11,580	\$11,450	\$10,915

DISPLAY RATES ARE AGENCY COMMISSIONABLE

⬇️ **YELLOW PAGES AND MARKETPLACE RATES CONTINUED ON PAGE 2**

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## PIZZA TODAY YELLOW PAGES AD RATES 2017

	BASELINE LISTINGS	ADDITIONAL LINE	LOGO LISTING 1/2" VERTICAL	PRICE PER 1" VERTICAL
One Listing	655	295	1,570	3,130
Two Listings (each)	590	280	1,430	2,855
Three Listings (each)	530	260	1,280	2,565
Four Listings (each)	495	240	1,210	2,410
Five Listings (each)	460	230	1,100	2,190
Six Listings (each)	410	195	950	1,915

Y/P RATES ARE NON-COMMISSIONABLE

## PIZZA TODAY MARKETPLACE AD RATES 2017

SPACE	1x	3x	6x	12x
1 Column 2 1/4" wide x 1" Deep	\$210	\$195	\$185	\$175
1 Column 2 1/4" wide x 2" Deep	\$385	\$370	\$360	\$310
1 Column 2 1/4" wide x 3" Deep	\$570	\$525	\$485	\$440
1 Column 2 1/4" wide x 4" Deep	\$750	\$710	\$695	\$630
1 Column 2 1/4" wide x 5" Deep	\$935	\$895	\$855	\$780
1 Column 2 1/4" wide x 6" Deep	\$1,055	\$1,030	\$970	\$875
1 Column 2 1/4" wide x 7" Deep	\$1,230	\$1,190	\$1,120	\$1,015
1 Column 2 1/4" wide x 8" Deep	\$1,400	\$1,340	\$1,280	\$1,170
2 Column 4 5/8" wide x 2" Deep	\$750	\$720	\$695	\$630
2 Column 4 5/8" wide x 3" Deep	\$1,055	\$1,000	\$970	\$875
2 Column 4 5/8" wide x 4" Deep	\$1,400	\$1,290	\$1,300	\$1,060
1/3 Page	\$1,750	\$1,685	\$1,635	\$1,470
1/2 Page	\$2,730	\$2,470	\$2,360	\$2,230

MARKETPLACE RATES ARE NON-COMMISSIONABLE

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