

ADVERTISING SCHEDULE / VOLUME 14

VOLUME 14, NO. 1 / FALL 2011	
AD RESERVATION DEADLINE	5/09/11
AD COPY DUE	5/23/11
PUBLICATION DATE	9/05/11
VOLUME 14, NO. 2 / WINTER 2012	
AD RESERVATION DEADLINE	7/25/11
AD COPY DUE	8/08/11
PUBLICATION DATE	11/14/11
VOLUME 14, NO. 3 / SPRING 2012	
AD RESERVATION DEADLINE	10/24/11
AD COPY DUE	11/07/11
PUBLICATION DATE	2/14/12
VOLUME 14, NO. 4 / SUMMER 2012	
AD RESERVATION DEADLINE	1/16/12
AD COPY DUE	2/06/12
PUBLICATION DATE	05/12/12

AD SPECS

Full Page Ad	7.75 in. wide x 9.5 in high
Half Page Ad, horizontal	7.75 in. wide x 4.625 in. high
Half Page Ad, vertical	3.75 in. wide x 9.5 in. high
Quarter Page Ad	3.75 in. wide x 4.625 in. high
Eighth Page Ad	3.75 in. wide x 2.25 in. high

All ad files should be emailed to ads@x-traonline.org
 Please use yousendit.com for large files.
 Preferred format - Illustrator eps files with all fonts outlined.
 All images must be 300 dpi and BW or CMYK.
 EPS, Pdfs, Photoshop, and In Design files accepted.
 No Word, Corel Draw, or Quark files.

AD RATES

AD SIZE/PLACEMENT	COLOR	ONE ISSUE	MULTIPLE
<i>BACK COVER</i>			
	4 Color	\$3000	\$2500
<i>INSIDE BACK COVER</i>			
FULL PAGE	4 Color	\$1500	\$1200
HALF PAGE	4 Color	\$900	\$700
<i>INTERIOR PAGES</i>			
FULL PAGE	4 Color	\$900	\$700
HALF PAGE	4 Color	\$450	\$400
1/4 PAGE	4 Color	\$250	\$200
1/8 PAGE	4 Color	\$200	\$150

First time advertiser's payment is due by the ad reservation deadline, all others will be billed upon publication.

Media Kit available for download at www.x-traonline.org

For more information, please contact

X-TRA Advertising and Marketing
ads@x-traonline.org, office: 323/982-0279

current as of 03/11, rates subject to change