

## ADVERTISING SCHEDULE / VOLUME 13

|                                |          |
|--------------------------------|----------|
| VOLUME 13, NO. 1 / FALL 2010   |          |
| AD RESERVATION DEADLINE        | 5/10/10  |
| AD COPY DUE                    | 5/24/10  |
| PUBLICATION DATE               | 9/06/10  |
| VOLUME 13, NO. 2 / WINTER 2011 |          |
| AD RESERVATION DEADLINE        | 7/26/10  |
| AD COPY DUE                    | 8/09/10  |
| PUBLICATION DATE               | 11/17/10 |
| VOLUME 13, NO. 3 / SPRING 2011 |          |
| AD RESERVATION DEADLINE        | 10/25/10 |
| AD COPY DUE                    | 11/08/10 |
| PUBLICATION DATE               | 2/14/11  |
| VOLUME 13, NO. 4 / SUMMER 2011 |          |
| AD RESERVATION DEADLINE        | 1/24/11  |
| AD COPY DUE                    | 2/07/11  |
| PUBLICATION DATE               | 05/16/11 |

## 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](mailto:ads@x-traonline.org)  
 Please use [yousendit.com](http://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](http://www.x-traonline.org)

For more information, please contact  
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**current as of 01/10, rates subject to change**