



**ADVERTISING RATES**  
**Effective September 1, 2005**

| Insertion size       | Rate for insertion per issue on annual contract |              | Rate for insertion per issue on single issue contract |              | Mechanical requirements                  |
|----------------------|---|--------------|---|--------------|--|
|                      | Black/White                                     | Color        | Black/White   | Color        |  |
| <b>Full Page</b>     | <b>\$200</b>                                    | <b>\$400</b> | <b>\$275</b>  | <b>\$475</b> | <b>7.25 x 10<br/>8.5 x 11 Full Bleed</b> |
| <b>2/3 Page</b>      | <b>\$145</b>                                    | <b>\$340</b> | <b>\$190</b>  | <b>\$395</b> | <b>4.75 x 10<br/>7.25 x 6.56</b>         |
| <b>1/2 page</b>      | <b>\$115</b>                                    | <b>\$315</b> | <b>\$160</b>  | <b>\$360</b> | <b>3.5 x 10<br/>7.25 x 4.875</b>         |
| <b>1/3 page</b>      | <b>\$85</b>                                     | <b>\$285</b> | <b>\$120</b>  | <b>\$335</b> | <b>2.25 x 10<br/>7.25 x 3.125</b>        |
| <b>1/4 page</b>      | <b>\$70</b>                                     | <b>\$270</b> | <b>\$100</b>  | <b>\$310</b> | <b>3.5 x 4.875</b>                       |
| <b>1 /6 page</b>     | <b>\$55</b>                                     |              | <b>\$85</b>   |              | <b>2.25 x 4.875</b>                      |
| <b>INSIDE COVER</b>  |   |              |   | <b>\$550</b> | <b>FRONT OR BACK</b>                     |
| <b>OUTSIDE COVER</b> |   |              |   | <b>\$700</b> | <b>BACK</b>                              |

**DEADLINE:** First day of month preceding the issue date (e.g., March 1 for April-May issue).

All advertising rates are quotes for digital copy. Color ads must be in CMYK Tiff format.

Color separations, art work and special effects are available. Quotations are available on request. Trim size is 8.5 inches x 11 inches for Full Page Bleeds. Contact publisher for bleed sizes on less than full-page ads. Mechanical requirements: 150 line screen (133 is acceptable). Digital files only.

Payment for advertising space is due upon placement of the written insertion order. Advertisers on an annual contract may place additional advertisements in any issue at the annual (12x) rate.

**BALLOON LIFE** reserves the right to edit or reject, at its option, any advertisement.

No advertisement will be placed without a written insertion order. Advertisers are responsible for notifying **BALLOON LIFE** of their advertising plans or changes (prior to insertion deadline).

**BALLOON LIFE – 9 MADELINE AVE – WESTPORT, CONNECTICUT 06880.**

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