



The Journal of Lewis & Clark Trail Heritage Foundation

Advertising Rates

Full Page (7.25" x 9/25"):	\$500
2/3 Page vertical (4.25" x 9.25"):	\$400
½ Page horizontal (7.25' x 4.625"):	\$300
1/3 vertical (2.25" x 9.5"):	\$250
1/3 square (4.75" x 4.625"):	\$250
1/6 vertical (2.25" x 4.625"):	\$100
Inside back cover:	\$500
Outside back cover:	\$450
Double Spread Inside:	\$800

Ads are required to be submitted either as a minimum 300-dpi jpeg or as a high-resolution pdf with embedded images and fonts.

Reservation Deadlines:

<u>Issue</u>	<u>Reservation Due Date</u>	<u>Artwork Due Date</u>
Feb. (Winter)	Nov. 15	Jan. 1
May (Spring)	Feb. 15	April 1
Aug. (Summer)	May 15	July 1
Nov. (Fall)	Aug. 15	Oct. 1

Discounts:

- Foundation members: 15%
- 2 Ads: 2%
- 3 Ads: 3%
- 4 Ads: 4%
- 5 Ads: 5%

Advertisers must place a minimum of at least 2 ads within 12 months in the same calendar year or at least 2 consecutive ads if the ads fall in different calendar years. Payment must be received 30 days in advance of the ad deadline for the first scheduled ad. Multiple ads must be paid for 30 days in advance of the deadline for the first advertisement.

For example: a Foundation member who runs ads in the May, August and November issues of WPO would receive an 18% discount on the total bill, to be paid in full 30 days in advance of the May issue.

Please direct all advertising correspondence, including ad reservations, to ads@lewisandclark.org or call (406) 454-1234.