

RATE CARD

	Open rate	2x rate	3x rate	4x rate
BACK COVER				
(8.688" x 7.4," includes bleeds)	\$7,000	\$6,800	\$6,600	\$6,000
FULL PAGE				
(8.688" x 11.125" including bleeds)				
Inside Cover (back and front)	\$6,400	\$6,200	\$6,000	\$5,600
Facing Table of Contents	\$6,000	\$5,800	\$5,600	\$5,200
Premium (within front pages)	\$6,000	\$5,800	\$5,600	\$5,200
Full Page	\$5,600	\$5,400	\$5,200	\$4,800
Department	\$5,600	\$5,400	\$5,200	\$4,800
Marketplace/Class Notes	\$4,400	\$4,200	\$4,000	\$3,600
HALF PAGE				
7.125" x 4.6875"	\$3,800	\$3,600	\$3,400	\$3,000
QUARTER PAGE				
3.4375" x 4.6875"	\$2,800	\$2,600	\$2,400	\$2,000
EIGHTH PAGE				
1.5625" x 4.6875"	\$1,800	\$1,600	\$1,400	\$1,000

-
- Placement requests will be considered but not guaranteed and may be based on availability. Half-, quarter- and eighth-page ads are placed in the Marketplace and Class Notes sections only.
 - College of William and Mary departments and alumni will be quoted rates upon request.
 - Rates are per issue and are subject to change.