

Mushroom News

2024 Ad Rates & Specs

| Color | 1 Time | 6 Times | 12 Times |
|---------------|---------|---------|----------|
| Full Page | \$994 | \$917 | \$805 |
| 1/2 Page | \$600 | \$480 | \$360 |
| 1/3 Page | \$450 | \$350 | \$265 |
| 1/4 Page | \$350 | \$290 | \$235 |
| 1/6 Page | \$245 | \$190 | \$165 |
| Business Card | - | - | \$125 |
| Inserts | \$1,000 | | |

| Black & White | 1 Time | 6 Times | 12 Times |
|---------------|--------|---------|----------|
| Full Page | \$635 | \$525 | \$400 |
| 1/2 Page | \$355 | \$290 | \$230 |
| 1/3 Page | \$265 | \$215 | \$160 |
| 1/4 Page | \$210 | \$180 | \$140 |
| 1/6 Page | \$140 | \$120 | \$95 |
| Business Card | - | - | \$80 |

FULL PAGE
Full Page w/Bleed*
 8.5" wide x 11" high
*include an extra .125" image area on all sides for trim. Total size: 8.75" x 11.25"

Full Page w/o Bleed
 8" wide x 10.5" high
smaller ad size are acceptable, but they will be centered in the page

HALF PAGE
Half Page Vertical
 3.5" wide x 9.5" high

Half Page Vertical w/Bleed
 4.5" wide x 11.5" high

Half Page Horizontal
 7.25" wide x 4.75" high

THIRD PAGE
Third Page Vertical
 3.5" wide x 6.375" high

Third Page Horizontal
 7.25" wide x 3" high

QUARTER/SIXTH/BUSINESS CARD
Quarter Page
 3.5" wide x 4.75" high

Sixth Page
 3.5" wide x 3" high

Business Card
 3.5" wide x 2" high

INSERT AD
Supplied by advertiser
 Double-sided. Not to exceed:
 8.375" wide x 10.875" high

For questions and non-AMI member pricing, contact Lori Harrison lharrison@americanmushroom.org

