

# The Winged Foot

General Advertising: Effective January 2019. **Rates quoted are net.** NYAC members receive 10% discount (billed to member's audit number). Circulation: *The Winged Foot* is published monthly and is distributed to 9200 members and friends of the New York Athletic Club. As the voice of the USA's foremost athletic club, *The Winged Foot* offers an outstanding forum for the advertising of events, products and services of the highest quality.

**Black and White** (Rates in parentheses are discounted 10% for NYAC members when billed to audit number).

|           | <b>1X</b>          | <b>3X</b>        | <b>6X</b>          | <b>12X</b>       |
|-----------|--------------------|------------------|--------------------|------------------|
| Full Page | \$995 (\$895.50)   | \$945 (\$850.50) | \$899 (\$809.10)   | \$855 (\$769.50) |
| 1/2 Page  | \$565 (\$508.50)   | \$535 (\$481.50) | \$510 (\$459)      | \$485 (\$436.50) |
| 1/3 Page  | \$425 (\$382.50)   | \$405 (\$364.50) | \$385 (\$346.50)   | \$365 (\$328.50) |
| 1/4 Page  | \$320 (\$287.50)   | \$305 (\$274.50) | \$290 (\$261)      | \$275 (\$247.50) |
| 1/6 Page  | \$245 (\$220.50)   | \$235 (\$211.50) | \$225 (\$202.50)   | \$215 (\$193.50) |
| Spread    | \$1995 (\$1795.50) | \$1900 (\$1710)  | \$1805 (\$1624.50) | \$1720 (\$1548)  |

**Two Color** (Black plus one process color)

|           |                    |                    |                    |                  |
|-----------|--------------------|--------------------|--------------------|------------------|
| Full Page | \$1245 (\$1120.50) | \$1185 (\$1066.50) | \$1125 (\$1012.50) | \$1070 (\$963)   |
| 1/2 Page  | \$795 (\$715.50)   | \$755 (\$679.50)   | \$720 (\$648)      | \$685 (\$616.50) |

**Four Color**

|           |                   |                    |                    |                    |
|-----------|-------------------|--------------------|--------------------|--------------------|
| Full Page | \$1710 (\$1539)   | \$1625 (\$1462.50) | \$1545 (\$1390.50) | \$1465 (\$1318.50) |
| 1/2 Page  | \$1095 (\$985.50) | \$1040 (\$935.50)  | \$990 (\$891)      | \$940 (\$846)      |
| 1/3 Page  | \$820 (\$738)     | \$779 (\$701.10)   | \$740 (\$666)      | \$703 (\$632.70)   |
| 1/4 Page  | \$540 (\$486)     | \$513 (\$462)      | \$487 (\$439)      | \$462 (\$416)      |
| 1/6 Page  | \$450 (\$395)     |                    |                    |                    |
| Spread    | \$3420 (\$3078)   | \$3250 (\$2925)    | \$3085 (\$2776.50) | \$2930 (\$2637)    |

**Four Color Special Placement**

|               |                    |                 |                    |                    |
|---------------|--------------------|-----------------|--------------------|--------------------|
| Cover 2 or 3  | \$1925 (\$1732.50) | \$1830 (\$1647) | \$1740 (\$1566)    | \$1655 (\$1489.50) |
| Cover 4       | \$2140 (\$1926)    | \$2030 (\$1827) | \$1930 (\$1737)    | \$1830 (\$1647)    |
| Center spread | \$3850 (\$3465)    | \$3650 (\$3285) | \$3465 (\$3118.50) | \$3290 (\$2961)    |

**Members' Directory** - \$60 for five lines. \$5 each additional line.

## Advertising Deadlines 2019

| <u>Issue</u> | <u>Deadline</u>      |
|--------------|----------------------|
| January      | November 9th (2018)  |
| February     | December 12th (2018) |
| March        | January 11th         |
| April        | February 11th        |
| May          | March 11th           |
| June         | April 12th           |
| July         | May 10th             |
| August       | June 14th            |
| September    | July 12th            |
| October      | August 14th          |
| November     | September 13th       |
| December     | October 11th         |

### IMPORTANT

NB: In order to receive a discount for multiple insertions, advertisements must run in consecutive issues.

Rates apply to camera-ready artwork. Additional charges may be applied for in-house pre-press work.

Billing will be applied to members' monthly NYAC statements.

## Mechanical Requirements

**TRIM SIZE:** 8 1/2" x 11"

**LIVE AREA:** 7 1/2" x 10"

**BLEED SIZES:** Full Page - 8 3/4" x 11 1/4" Two page spread - 17" x 11" (Live copy should be kept 3/8" from the trim.)

**NON BLEED SIZES:** Full Page - 7 1/2" x 10" 1/2 Page (horizontal) - 7 1/2" w x 5" h 1/3 Page (vertical) - 2 3/8" x 10"  
1/4 Page - 3 3/4" w X 5" h 1/6 Page (vertical) - 2 3/8" x 5"

Production Specifications: • Binding: saddle-stitched. Digital files must be sent as high resolution jpg or tif and should be accompanied by a pdf proof.