

The Winged Foot

General Advertising: Effective January 2018. **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).

	1X	3X	6X	12X
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 - \$55 for five lines. \$5 each additional line.

Advertising Deadlines 2018

<u>Issue</u>	<u>Deadline</u>
January	November 10th (2017)
February	December 11th (2017)
March	January 12th
April	February 9th
May	March 9th
June	April 13th
July	May 11th
August	June 13th
September	July 13th
October	August 14th
November	September 13th
December	October 12th

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.