

# 2008

## on stand | themes | deadlines

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April 15 - June 15 / Business & Finances / Mar. 5

June 15 - Aug. 15 / Health & Fitness / May 5

Aug. 15 - Oct. 15 / Art & Design / July 5

Oct. 15 - Dec. 15 / Holiday & Entertaining / Sept. 5

Dec. 15 - Feb. 15 / Love & Weddings / Nov. 5

Feb. 15 - April 15 / Home & Garden / Jan. 5

## 2008 rates

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size	6x rate*	3x rate*	1x rate
1/4	\$450	\$500	\$575
1/2	\$680	\$725	\$800
full	\$860	\$920	\$990

\* rate per issue

## ad dimensions

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1/4 page: 4 1/16" wide x 5 1/4" deep

half page vertical: 4 1/16" wide x 10 7/8" deep

half page horizontal: 8 1/2" wide x 5 1/4" deep

full page bordered: 8 1/2" wide x 10 7/8" deep

full page bleed: 9 1/2" wide x 11 3/4" deep  
plus 1/8" added to all sides for trim  
(keep live material 3/8" from trim edge)

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*Athena* is a large format magazine (9 1/2" x 11 3/4")  
with 5,000 to 7,500 copies per issue



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