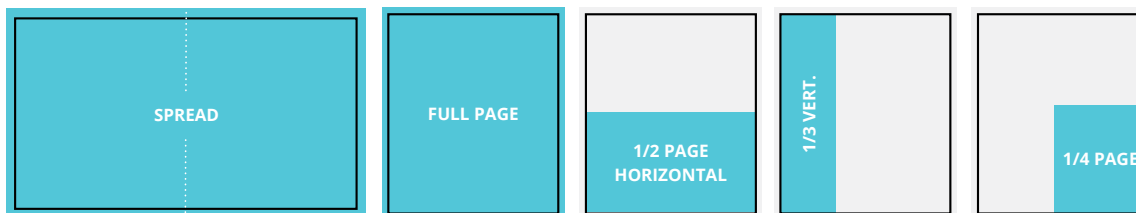


Rates & Specs

Print



PREFERRED POSITIONS

Premium:

Premium Placement \$615

Color Rates:

CMYK - Spread \$1,800

CMYK \$1,250

Spot Color \$400-800

Full Color Ad Size	Live Area	Trim Size	Bleed Size	1x	3x	6x	12x	18x	24x	30x
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11	\$7,640	\$7,250	\$6,920	\$6,410	\$6,140	\$5,960	\$5,790
Full Page	7.375 x 10.25	7.875 x 10.75	8.125 x 11	\$3,820	\$3,625	\$3,460	\$3,205	\$3,070	\$2,980	\$2,895
1/2 Page Horizontal	7 x 4.875	-	-	\$2,600	\$2,465	\$2,350	\$2,185	\$2,095	\$2,030	\$1,970
1/3 Page Vertical	2.375 x 10	-	-	\$1,990	\$1,895	\$1,805	\$1,680	\$1,605	\$1,560	\$1,515
1/4 Page Vertical	3.375 x 4.875	-	-	\$1,605	\$1,540	\$1,465	\$1,355	\$1,300	\$1,260	\$1,225

Online

	Desktop/Tablet Dimensions	Mobile Dimensions	Supported File Types	Max. File Size	Animation Gif. Max. Length	Max. Number of Frames	Rates
Leaderboard	728 x 90	320 x 50	jpg, gif	45 kb	30 sec	3	\$1,500/mo
Medium Rectangle	300 x 250	300 x 100	jpg, gif	45 kb	30 sec	3	\$1,000-1,500/mo
Bottom Banner	940 x 60	300 x 50	jpg, gif	45 kb	30 sec	3	\$1,000/mo
Interstitial	550 x 480	-	jpg, gif	45 kb	-	-	\$3,000/mo
Page Peel	80 x 80, 500 x 500	-	jpg, gif	45 kb	-	-	\$2,000/mo

DESIGN GUIDELINES: For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

SEND AD MATERIALS TO: KAREN ECKMAN 913.955.2764, FAX 913.647.6108, KECKMAN@ALLIED360.COM
FTP: anthemcloud.egnyte.com/ul/1uhVNQ89Ng