

Ad sizes and prices are as follows (sizes in inches, horizontal size first)

Page size:	Dimensions: W x H	Single Insertion	3-5 Insertions	6+ Insertions
Full	7.5" x 10"	\$160	\$140	\$120
1/2 H or V	4.875" x 7.375" or 7.5" x 5"	\$90	\$78.75	\$67.50
1/3	4.875" x 4.875" or 7.5" x 3.25" or 2.25" x 10"	\$58	\$50.75	\$43.50
1/4	4.78" x 3.25"	\$48	\$42	\$36
1/6	4.875" x 2.375" or 2.375" x 4.875"	\$32.00	\$28	\$24
1/12	2.375" x 2.375"	\$19	\$16.75	\$14.25

**Discounts:** Run three ads in a calendar year and receive a 12.5% discount. Run six ads in a calendar year and receive a 25% discount. To obtain the volume discount on your initial ads (1st & 2nd for 3 ad discount and 4th & 5th for 6 ad discount) you must prepay for three or six ads respectively.

**Formats:** Minnesota Bluegrass is a print publication and all ads must be submitted in a size and resolution suitable for high-quality printing. Please submit ad files as high-resolution PDF (PDFX/1a or Press Quality – a full-page ad will be 500k to about 2M in size, depending on content). JPEG, TIFF and EPS files are also acceptable. Files larger than 2M may be submitted to our Dropbox account (contact the editor for access). All ads print in black and white/grayscale for print version, color for web version.

**Design Services:** If you would like Minnesota Bluegrass to design your ad for you, please send high-resolution images (logos/illustration) and photography files plus the text content of your ad at least six (6) weeks before the deadline of the month you would like your ad to appear (November 15 for the January issue). We charge \$25 per hour for ad design (full-page ad will typically be \$50 if all criteria are met). You will receive a proof of your ad before publication and may request one round of changes at no additional charge. Additional proofs may cost more. Please contact the editor for more information.

**Placing An Ad:** Please contact the Minnesota Bluegrass editor to submit an ad or for more information on formats for advertising. All content must be submitted digitally. Files larger than 2M may be submitted to Dropbox. Send ad files and queries to [editor@minnesotabluegrass.org](mailto:editor@minnesotabluegrass.org).

**Deadlines:** All final ad files must be received by the first of the month before publication (to appear in the January issue, copy is due December 1).

**Billing:** Questions regarding discounts and billing of ads should be directed to Minnesota Bluegrass Magazine editor, Doug Lohman at [editor@minnesotabluegrass.org](mailto:editor@minnesotabluegrass.org) or 612-306-3490 or 800-635-3037