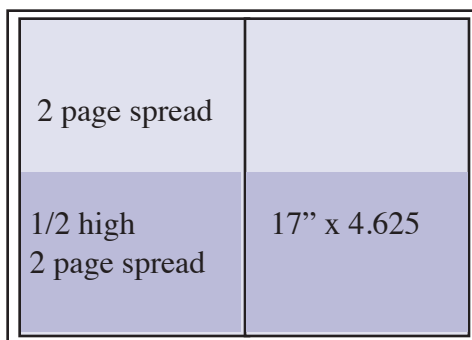


Media Kit 2011

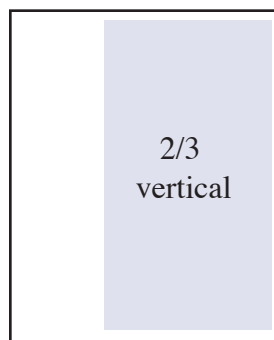
Advertising Rates & Specs



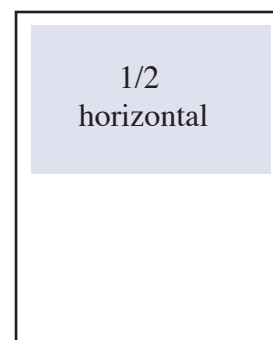
full page
trim: 9" x 10.875"
bleed: 9.25" x 11.25"
non-bleed: 8" x 9.875"



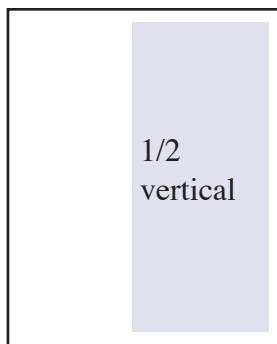
2 page spread
1/2 high
2 page spread
17" x 4.625
trim: 18" x 10.875"
bleed: 18.25" x 11.25"
non-bleed: 17" x 9.875"



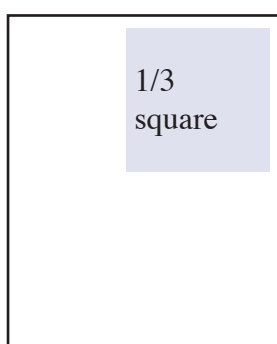
2/3 vertical
5.043" x 9.438"



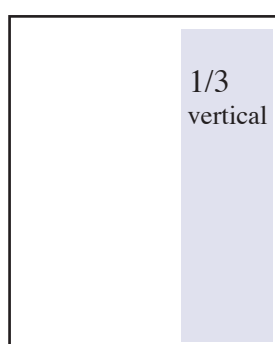
1/2 horizontal
7.689" x 4.625"



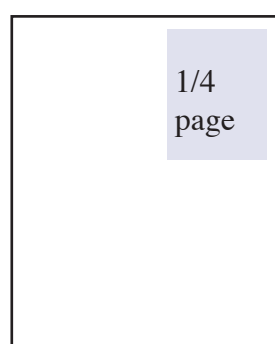
1/2 vertical
3.75" x 9.438"



1/3 square
5.043" x 4.625"



1/3 vertical
2.396" x 9.438"



1/4 page
3.75" x 4.625"



the marketplace
2.5" x 4.5"

Rates

Size	1x	3x	6x
2 page spread	\$3508	\$3152	\$2840
1/2 high pg spread	\$3156	\$2832	\$2476
full page	\$2806	\$2522	\$2271
2/3 page	\$1879	\$1616	\$1409
1/2 pg horizontal or vertical	\$1703	\$1455	\$1278
1/3 pg square or vertical	\$1477	\$1219	\$1014
1/4 page	\$1223	\$1075	\$ 902
marketplace	\$ 650	\$ 550	\$ 450

Premium Position:

Back Cover	\$3606
Inside Front Cover	\$3366
Inside Back Cover	\$3126

Inserts:

\$2,000 for bound-in inserts
\$2,500 for glue-dot inserts
\$3,200 for loose enclosures (polybag only)
Prices are based on a full run of 8,000 inserts

Schedule:

IUV is published six times annually.
Please refer to the editorial calendar for closing dates.

Uploading Instructions:

Please e-mail your digital ad file to terry@IUVmag.com. For files larger than 10 megabytes, contact us for further instructions.

File Formats:

PDF (acrobat 6 or later), JPEG, or TIFF files are accepted. Include all fonts.

Resolution:

All ads or images must be converted to CMYK and at 300 dpi resolution at 100% print size, with all applicable crop marks provided.

Production Fees:

Full Page: \$350
2/3 or 1/2 page: \$250
1/3 page or less \$175