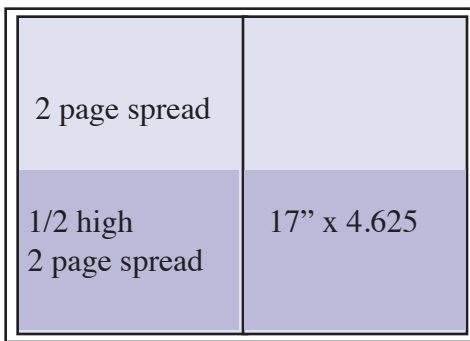


# 2012 DIGITAL EDITION

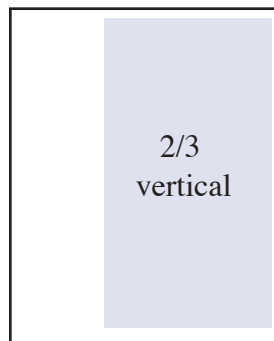
## Advertising Rates & Specs



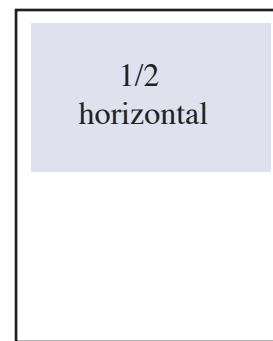
full page  
 trim: 9" x 10.875"  
 bleed: 9.25" x 11.25"  
 non-bleed: 8" x 9.875"



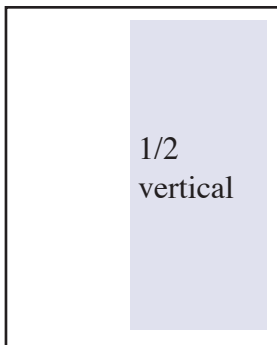
2 page spread  
 1/2 high  
 2 page spread  
 17" x 4.625  
 trim: 18" x 10.875"  
 bleed: 18.25" x 11.25"  
 non-bleed: 17" x 9.875"



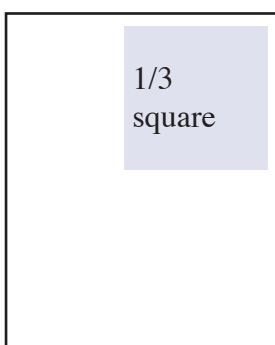
2/3 vertical  
 5.043" x 9.438"



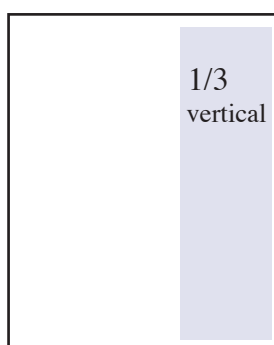
1/2 horizontal  
 7.689" x 4.625"



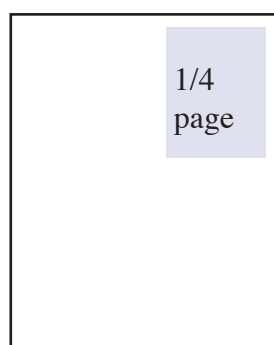
1/2 vertical  
 3.75" x 9.438"



1/3 square  
 5.043" x 4.625"



1/3 vertical  
 2.396" x 9.438"



1/4 page  
 3.75" x 4.625"

### Rates

Size	1x	3x	6x
2 page spread	\$850	\$750	\$650
1/2 high pg spread	\$750	\$650	\$550
full page	\$500	\$400	\$300
2/3 page	\$400	\$300	\$200
1/2 pg horizontal or vertical	\$350	\$250	\$150
1/3 pg square or vertical	\$150	\$100	\$50
1/4 page	\$75	\$50	\$25

### Premium Position:

Back Cover	\$950
Inside Front Cover	\$750
Inside Back Cover	\$675

### Schedule:

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

### File Formats:

Send files in TIFF or PDF (Acrobat 8 PRO) in SWF or FLV format for rich media. For video ads please keep your files under 1 minute and 30 seconds.

For website links, please include <http://www>.

### Uploading Instructions:

Please email your digital ad file to [terry@IUVmag.com](mailto:terry@IUVmag.com). For files larger than 10 megabytes, contact us for further instructions.