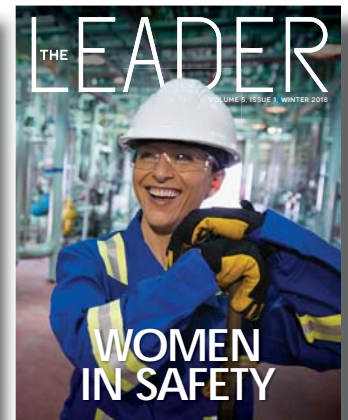
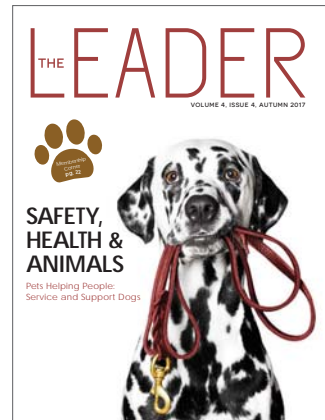


Award-Winning Magazine The Leader

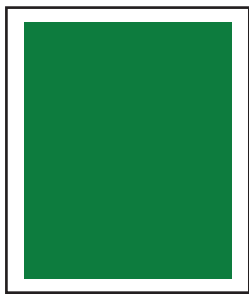


CIRCULATION: More than 10,000, including all VPPPA member sites, all members of Congress, and digital copies available on our website

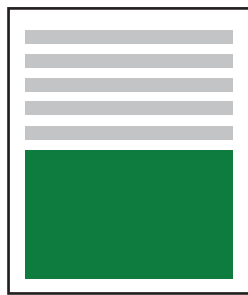
ISSUANCE: Four times per year + distribution at the VPPPA national event

VPPPA SHOW ISSUE: Distributed in the bags of all attendees on top of standard issue distribution

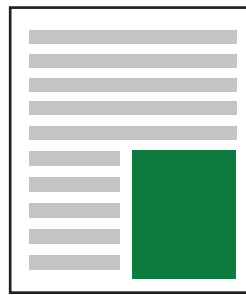
VPPPA SHOW ISSUE CIRCULATION: More than 13,000



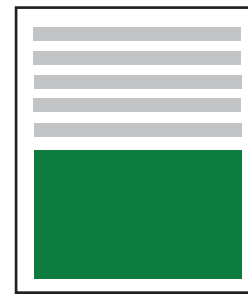
FULL PAGE



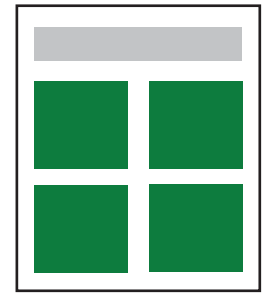
HALF PAGE



QUARTER PAGE



BACK COVER



FEATURED PRODUCT LISTING

AD SIZES

All measurements are width x height

Full Page, no bleed	7.5" x 10"
Full Page, bleed	
Live Area	7.5" x 9.875"
Trim	8.5" x 11"
Bleed	8.75" x 11.25"
1/2 Horizontal	7.5" x 4.575"
1/4 Vertical	3.625" x 4.8125"
Featured Product Photo	3.5625" x 2.045"
Back Cover, no bleed	7.5" x 4.5"
Back Cover, bleed	
Live Area	8" x 5"
Trim	8.5" x 5.5"
Bleed	8.75" x 5.625"

PUBLICATION SPECS

Trim Size	8.5" x 11"
Bleed Size	8.75" x 11.25"
Binding	Saddle Stitch
Color	CMYK

ADVERTISING RATES

Advertising rates for specialty pages include full-color processing. Please convert all artwork, linked files and embedded files to CMYK process colors.

VPPPA members receive a 15 percent discount off regular rates, excluding the Featured Product Listing.

Premium Positions	Show Issue 1X	1X	2x	3x	4x
Cover II	\$6,535	\$4,900	\$4,200	\$3,700	\$3,400
Cover III	\$6,000	\$4,500	\$3,900	\$3,400	\$3,050
Cover IV (Half Page)	\$6,535	\$4,900	\$4,200	\$3,700	\$3,400

Frequency Rates	Show Issue 1X	1X	2X	3X	4X
Spread	\$11,865	\$8,900	\$8,300	\$7,800	\$7,450
Full Page Color	\$5,935	\$4,450	\$3,850	\$3,350	\$3,000
1/2 Page Color	\$3,850	\$2,900	\$2,600	\$2,300	\$2,000
1/4 Page Color	\$2,335	\$1,750	\$1,550	\$1,400	\$1,250
Featured Product	\$500				