



Cancellations

Print cancellations cannot be accepted after the 1st of the month preceding issue date. If new ad material is not received by closing date, publisher reserves the right to bill for space ordered and repeat a previous ad of same size.

Short Rates and Rebates

Unearned rates will be short-rated and additional earned frequencies will be rebated on the final insertion in any 12-month period.

Ad Unit	2021 PRINT ADVERTISING RATES		
	All rates are gross and include 4-color		
	1X	6X	12X
Spread (2 facing pages)	\$8,847	\$8,240	\$7,635
Full page	\$5,995	\$5,507	\$5,066
NO BLEED ON FRACTIONAL ADS			
2/3 page	\$4,245	\$4,005	\$3,737
1/2 Page Island	\$3,964	\$3,743	\$3,523
1/2 Page Horizontal	\$3,633	\$3,413	\$3,302
1/2 Page Vertical			
1/3 Page Horizontal	\$2,531	\$2,398	\$2,310
1/3 Page Square			
1/3 Page Vertical			
1/4 Page Horizontal	\$1,869	\$1,759	\$1,649
1/4 Page Vertical			
1/6 Page Banner	\$1,637	\$1,527	\$1,416

Ad Unit	2021 CLASSIFIED AD RATES		
	Rates are per insertion		
	1X	6X	12X
1" x 1 column	\$263	\$236	\$210
2" x 1 column	\$341	\$326	\$310
3" x 1 column	\$404	\$362	\$341
4" x 1 column	\$473	\$446	\$420
5" x 1 column	\$525	\$99	\$446
6" x 1 column	\$578	\$551	\$525

Ad Closing Dates for 2021

	Ad Sales
January	12/4/20
February	1/8/21
March	2/5/21
April	3/5/21
Red Book	3/12/21
May	4/6/21
June	5/5/21
AWFS Preshow Planner	5/11/21
July	6/4/21
AWFS Show Directory	6/4/21
AWFS Show Dailies	6/25/21
August	7/6/21
September	8/5/21
October	9/7/21
November	10/5/21
December	11/5/21

