



Western Outdoor Times

Arizona Boating & Watersports 

www.azbw.com

DISPLAY RATES & ART SPECIFICATIONS

POSITION	DIMENSION <i>(width x height)</i>	COL INCHES	1X	3X	6X	9X	12X
Front Cover	7-3/8" x 1"	7-3/8"	\$3,125	\$2,810	\$2,530	\$2,280	\$2,050
Back Cover	2-3/8" x 2-1/8"	1"	\$2,500	\$2,250	\$2,025	\$1,825	\$1,640
Inside Front Cover	10-1/4" x 15-3/4"	63"	\$2,000	\$1,800	\$1,620	\$1,400	\$1,300
Inside Back Cover	10-1/4" x 15-3/4"	63"	\$1,800	\$1,620	\$1,460	\$1,300	\$1,100
Full Page	10-1/4" x 15-3/4"	63"	\$1,000	\$900	\$810	\$730	\$500
3/4 Page	10-1/4" x 11-3/4"	47"	\$900	\$810	\$730	\$650	\$450
1/2 Page Vert.	5" x 15-3/4"	31.5"	\$600	\$540	\$480	\$430	\$300
1/2 Page Horiz.	10-1/4" x 7-5/8"	30.5"	\$600	\$540	\$480	\$430	\$300
1/2 Page Island	7-5/8" x 10-1/4"	30.75"	\$700	\$640	\$580	\$530	\$400
1/4 Page Vert.	5" x 7-5/8"	15.25"	\$300	\$270	\$240	\$210	\$150
1/4 Page Horiz.	10-1/4" x 3-3/4"	15"	\$300	\$270	\$240	\$210	\$150
1/4 Page Island	7-5/8" x 5"	15"	\$375	\$345	\$315	\$285	\$225
1/8 Page Vert.	2-3/8" x 7-5/8"	7.625"	\$200	\$180	\$160	\$140	\$100
1/8 Page Horiz.	5" x 3-3/4"	7.5"	\$200	\$180	\$160	\$140	\$100
1/16 Page Vert.	2-3/8" x 3-3/4"	3.75"	\$120	\$110	\$95	\$85	\$60
1/16 Page Horiz.	5" x 1-3/4"	3.5"	\$120	\$110	\$95	\$85	\$60



4 Color, additions

Full Page \$225	1/4 Page \$75
3/4 Page \$175	1/8 Page \$45
1/2 Page \$150	1/16 Page \$30

Camera Ready Specifications

All camera ready ads must be submitted in PDF format, with all images and font embedded. Please make sure that all images are CMYK. For best quality, images should be 300 dpi. Ad creation by AZBW is available at no charge (time permitting). Please e-mail all logos, images and text to jim@azbw.com

Full Page 10-1/4" x 15-3/4"		1/2 Page Island 7-5/8" x 10-1/4"	
3/4 Page 10-1/4" x 11-3/4"		1/8 Page Vertical 2-3/8" x 7-5/8"	1/4 Page Vertical 5" x 7-5/8"
1/2 Page 10-1/4" x 7-5/8"		1/8 Page Horizontal 5" x 3-3/4"	
1/4 Page Island 7-5/8" x 5"	1/16 Page Vertical 2-3/8" x 3-3/4"	1/16 Page Horizontal 5" x 1-3/4"	
		1/4 Page Horizontal 10-1/4" x 3-3/4"	