

RATE CARD

All rates are gross, 15% agency discount applies

View print and digital specs at advertise.aquamagazine.com

PRINT ADVERTISING

Four Color	1 issue	3 issues	6 issues	12 issues
Page	\$3,490	\$3,325	\$3,120	\$3,015
2/3	3,025	2,820	2,660	2,570
1/2 island	2,710	2,540	2,390	2,300
1/2 horizontal	2,475	2,325	2,195	2,120
1/3 square or vertical	2,090	1,955	1,870	1,820
1/4	1,880	1,795	1,695	1,640
1/6	1,620	1,545	1,490	1,410
Spread	5,960	5,740	5,335	5,115

Marketplace (non-commissionable)	1x	3x	6x	12x
1/12	\$580	\$540	\$480	\$420
1/6	1,100	1,000	900	800

Covers Positions	Inside Front	Inside Back	Back cover
Earned rate plus	\$210	\$180	\$250

Black & White	1 issue	3 issues	6 issues	12 issues
Page	\$2,620	\$2,450	\$2,250	\$2,130
2/3	2,065	1,850	1,690	1,610
1/2 island	1,840	1,670	1,510	1,430
1/2 horizontal	1,600	1,450	1,320	1,245
1/3 square or vertical	1,200	1,080	995	940
1/4	1,005	920	820	765
1/6	755	670	615	540
Spread	4,910	4,695	4,260	4,045

Marketplace (non-commissionable)	1x	3x	6x	12x
1/12	\$280	\$260	\$230	\$200
1/6	550	500	450	390

DIGITAL ADVERTISING

www.aquamagazine.com			
Banner Ads	1 Month	6 Months	12 Months
Welcome Ad	\$1,000	\$5,500	\$10,000
Top Leaderboard	600	3,300	6,000
Block 1	500	2,700	5,000
Block 2	400	2,100	4,000
Bottom Leaderboard	300	1,600	3,000
Mobile (exclusive)	1,200	1,100	1,000
Special Placement	Full Year: \$ 500		

E-News	1x	6x	12x	24x
1st Banner	\$865	\$750	\$630	\$550
2nd Banner	750	650	545	470
3rd Banner	580	500	420	365
4th Banner	445	420	365	315

Custom E-Mail	
One mailing	\$1,750

Microsite	Annual: \$1,500
Content Library	Annual: \$10,000

Video	Trade Show Video	On-Location
	\$2,500	Call for pricing

CUSTOM CONTENT

Sponsored Video	Sponsored Content	Social Media Package
One video	Print and/or Digital	Add-on to current contract
\$1,800	Call for pricing	\$500

AQUA®

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