

# Res Gestae Advertising Rates

EFFECTIVE 7/1/14

GENERAL DISPLAY	1X		3X		5X		10X	
	B&W	C	B&W	C	B&W	C	B&W	C
full page	\$ 911	1,226	874	1,190	834	1,151	764	1,079
2/3 page	\$ 636	951	598	914	560	876	496	812
1/2 page	\$ 535	850	503	818	460	776	421	736
1/3 page	\$ 368	683	352	667	330	645	298	613
1/4 page	\$ 301	616	286	602	269	584	244	559
1/6 page	\$ 269	584	256	572	237	552	212	527
3 col. in.	\$ 171	486	167	482	161	476	137	452
2 col. in.	\$ 127	442	118	434	112	427	98	413

## SPECIAL PLACEMENT

<i>Must be color only</i>	1X	3X	5X	10X
back cover	\$1,455	1,406	1,358	1,279
inside covers	\$1,314	1,275	1,236	1,152
centerspread	\$2,563	2,478	2,388	2,215

## CLASSIFIED DISPLAY/ B&W

One Column <i>wide</i> x One Inch <i>deep</i>	1X	3X	5X	10X
	\$109	104	98	71

*When layout only is furnished, there will be an additional charge for composition.*

## AGENCY COMMISSION

15% to recognized agencies only

## CLASSIFIED WORD

ISBA members	40¢ per word, \$10 minimum
Non-members	60¢ per word, \$15 minimum
Blind-box service	\$5.00 additional charge

## DEADLINE

The closing date for **space reservation** is the **1st day** of the month preceding month of publication (e.g., May 1st for June). The closing date for material is the **10th day** of the month preceding month of publication. *Res Gestae* is published 10 times a year, with consolidated issues in **January/February** and **July/August**.

CIRCULATION: 12,000

# *Res Gestae Ad Dimensions*

## GENERAL DISPLAY

	width-depth inches	width-depth picas
full page	7-1/4 x 10	44 x 60
2/3 page	7-1/4 x 6 or 4-3/4 x 9-5/16	44 x 36 29 x 56
1/2 page	7-1/4 x 4-3/4 or 4-3/4 x 7	44 x 29 29 x 42
1/3 page	2-5/16 x 9-5/16 or 4-3/4 x 4-1/2	14 x 56 29 x 27
1/4 page	2-5/16 x 7 or 4-3/4 x 3-1/2	14 x 42 29 x 21
1/6 page	2-5/16 x 4-1/2 or 4-3/4 x 2-5/16	14 x 27 29 x 14
three col. in.	2-5/16 x 3	14 x 18
two col. in.	2-5/16 x 2	14 x 12

## CLASSIFIED DISPLAY

One Column by One Inch	2-5/16 x 1	14 x 6
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## PRINT METHOD:

Web press, 70# coated white

## TERMS:

New advertisers must prepay their initial insertion; net 30 days upon receipt of tearsheet and invoice for established advertisers. Accounts more than 30 days past due will be granted additional space only at the discretion of *Res Gestae*.

*Res Gestae reserves the right to decline, discontinue or revise any advertisement deemed to be inappropriate for publication, and to place the words "Paid Advertisement" above any ad resembling editorial copy.*

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