



## CHAP Magazine Advertising Rate Schedule

Thank you for your interest in advertising in the CHAP Magazine. Our desire is to provide our readers with content that will help to educate, encourage and equip homeschoolers across Pennsylvania.

### UNIQUE SELLING PROPOSITION

Our print subscribers and website visitors are savvy, educated, financially sound and family-oriented people. When you advertise with the CHAP Magazine, you are reaching caring families across Pennsylvania.

| 2009 Advertising Rates |       |       |       |       |            |              |
|------------------------|-------|-------|-------|-------|------------|--------------|
| Four Color             | 1x    | 2x    | 3x    | 4x    | 4x Prepaid | Website Link |
| Full Page              | \$400 | \$380 | \$360 | \$340 | \$300      | included     |
| 1/2                    | \$215 | \$204 | \$194 | \$183 | \$161      | included     |
| 1/3                    | \$155 | \$147 | \$140 | \$132 | \$116      | included     |
| 1/6                    | \$85  | \$81  | \$77  | \$72  | \$64       | included     |
| 1/12                   | \$45  | \$43  | \$41  | \$38  | \$34       | included     |
| Premium Positions      |       |       |       |       |            |              |
| Inside Front cover     | \$475 | \$451 | \$428 | \$404 | \$356      | included     |
| Inside Back cover      | \$430 | \$409 | \$387 | \$366 | \$323      | included     |
| Outside Back cover*    | \$500 | \$475 | \$450 | \$425 | \$375      | included     |

\*Outside Back cover is 2/3 page

| <a href="#">Advertising Contract</a>                                                                                                                      |                                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Advertising contact:</b><br>Don Catlett<br>Director, Advertising<br>phone (570) 575-3799<br>email <a href="mailto:ads@chapmag.com">ads@chapmag.com</a> | <b>Send advertising materials to:</b><br>ads@chapmag.com<br>Don Catlett<br>CHAP Magazine/ads<br>PO BOX 400 Dalton, PA 18414<br>phone (570) 575-3799 |

Price protected during the term of the contract

**Payment** is due for submitted ads no later than the closing date for each issue's ad submission deadline.

**Frequency Discounts:** Frequency rates are determined by the number of insertions appearing within a 12-month period. Advertising schedules composed of mixed space units are entitled to frequency discounts.

**Ad Position:** Ads will be positioned in the magazine at the publisher's discretion with the exception of Premium positions.