

## LOTUS RESOURCE GUIDE 2012 Advertising Rates

<b>Ad Rates</b>				
Advertisement	Dimensions *	Single-Issue Rate	Rate Per Ad for 2-3 Issues	<i><b>BEST BUY!</b></i> Rate Per Ad for 4 Issues
1/4 page	4.7" w x 1.9" h	\$95	\$85	\$75
1/3 page	4.7" w x 2.5" h	\$125	\$110	\$95
1/2 page	4.7" w x 3.7" h	\$225	\$200	\$175
3/4 page	4.7" w x 5.7" h	\$275	\$235	\$215
full page	4.7" w x 7.5" h	\$375	\$325	\$275
<b>Premium Advertising Spots</b>				
<i>(First Come, First Serve Basis. Call for availability.)</i>			1/2 page	full page
Front cover			\$260	N/A
Inside front cover			\$250	\$400
Inside back cover			\$225	\$350
Back cover			\$250	\$400

\* Only full size advertisements are guaranteed full height indicated. Other sizes may be slightly reduced to fit layout.

Issue	Deadline Date	Date of Publication
Spring	March 1	April 15
Summer	June 1	July 15
Fall	September 1	October 15
Winter	December 1	January 15

**Placing an advertisement:** Fill out an Order Form, attach a printed copy of your advertisement and mail a check payable to **Lotus Resource Guide** to the following address:

**Lotus Resource Guide  
P.O. Box 843  
Champaign, IL 61824**

**Electronic files:** To ensure good printing quality of your advertisement, please email an electronic version of your ad as an attachment to [lotusrg@sbcglobal.net](mailto:lotusrg@sbcglobal.net). Acceptable file formats are **jpg, tif, psd, eps, doc, ai, indd, pub, and pdf**. Resolutions of 300 DPI or greater are recommended.

**Questions?** Email [lotusrg@sbcglobal.net](mailto:lotusrg@sbcglobal.net) or call Penny Cole, Sales Consultant, 217-979-6142.