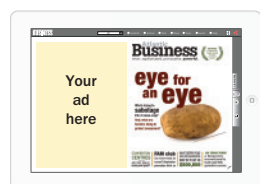


# Tablet edition advertising

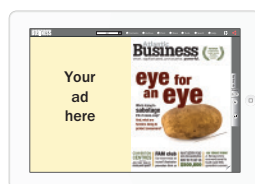


## Premium ad locations

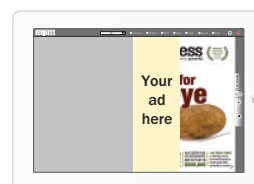
Location	Cost
Left of cover	\$1200
Bellyband (double-sided)	\$900
Split cover	\$600
Blow-in card	\$600



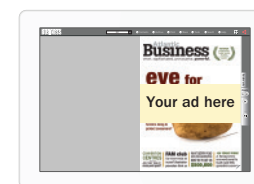
Left of cover (bordered)  
7.125" x 9.875", PDF



Left of cover (bleed)  
8.125" x 10.875", PDF



Split cover  
3.5" x 10.875", PDF



Bellyband  
8.125" x 4", PDF



Blow in card  
350px x 500px, PDF or JPG

## Ad enhancements

Description	Cost
Video (video player or link)	\$800
YouTube embed code	\$200
Audio Clip	\$600
Slideshow	\$800
Ad query	\$400



Video shown in player  
640px x 480px or higher  
3 mins or less, 24 FPS or higher  
wmv, avi or YouTube link



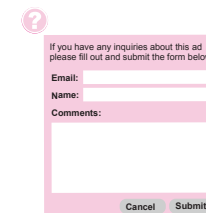
Video link  
A video icon  
will be placed  
in your ad  
YouTube link required



Audio clip  
An audio icon  
will be placed  
in your ad  
WMA or MP3



Slideshow  
500px x 350px, JPG



Ad query  
An query icon will be placed  
in your ad. Once clicked  
the email form will appear.

## Material due

Jan/Feb (v28n1) – Dec 16, 2016  
Mar/Apr (v28n2) – Feb 24, 2017  
May/June (v28n3) – April 28, 2017  
Jul/Aug (v28n4) – Jun 23, 2017  
Sep/Oct (v28n5) – Aug 25, 2017  
Nov/Dec (v28n6) – Oct 27, 2017

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