

SOMETHING *Special*[®]

somethingspecialmagazine.com

In 2008, approximately 20.2 million parents were raising children with some kind of special needs in the United States.
Place your ad today.

AD RATES 2012

PREMIUM	1X	2X	4X
BACK COVER	\$1600	\$1400	\$1200
INSIDE FRONT COVER	\$1400	\$1200	\$1000
INSIDE BACK COVER	\$1000	\$800.00	\$750.00

STANDARD	1X	2X	4X
FULL PAGE	\$800.00	\$700.00	\$650.00
2/3 PAGE	\$750.00	\$700.00	\$600.00
1/2 PAGE	\$600.00	\$550.00	\$500.00
1/3 PAGE SQUARE	\$500.00	\$450.00	\$400.00
1/4 PAGE	\$400.00	\$350.00	\$315.00
SPECIAL BUSINESS CARD SIZE	\$150.00	\$145.00	\$140.00

ADVERTORIAL-For Profit

\$1700=500 words, plus up to 3 photos, plus 1/2 page ad.

ADVERTORIAL-Non-Profit

\$350.00 half page
\$500.00 full page

ARTWORK

All ads need to be sent digitally to ads@somethingspecialmagazine.com. Acceptable formats include: PDF, Tiff, and Eps files. All files need to be 300 dpi.

AD SPECS

Ad specs sizes based on inches

FULL PAGE BLEED	8.75 x 11.25
FULL PAGE NON-BLEED	7.5 x 10
2/3 PAGE	4.625 x 10
1/2 PAGE	8.75 x 5.5
1/2 PAGE 1/2 NON-BLEED	7.5 x 4.875
1/3 PAGE SQUARE	4.625 x 4.812
1/4 PAGE	3.875 x 4.75
SHOPPERS GUIDE	3 x 4
MAGAZINE SIZE	8.5 x 11

2012 AD DEADLINES

Spring	February 5, 2012
Summer.....	April 27, 2012
Fall	August 1, 2012
Winter	October 26, 2012

OUR MAGAZINE

We are an inspiration and informative magazine for parents raising children with special medical needs. Finished size 8 1/2", full color throughout. Saddlestitched spine, published quarterly by SSM publishing, L.L.C. Distributed as a free publication, available wherever parents are. Something Special Magazine is a registered trademark with the USPTO.

See our distribution list online at somethingspecialmagazine.com.

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