

# The Yield Magazine

## 2022 Advertising Rate Sheet

### Jan 2022 Issue Deadlines

Space: November 1, 2021  
Files: December 1, 2021

### April 2022 Issue Deadlines

Space: February 1, 2022  
Files: March 1, 2022

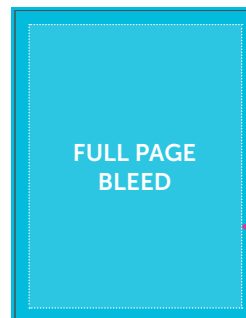
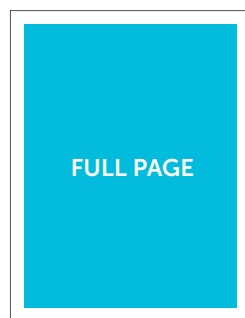
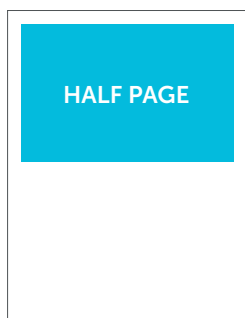
## Ad Rates and Dimensions

Size	Width x Height	1x Rate		2x Rate		3x Rate	
		Member	Non-Member	Member	Non-Member	Member	Non-Member
Full Page Bleed	8.75" X 11.25"	\$1,350	\$1,687	\$1,250	\$1,562	\$1,100	\$1,375
Full Page	7.5" X 10"	\$1,250	\$1,562	\$1,150	\$1,437	\$1,000	\$1,250
Half Page Horizontal	7.5" X 4.85"	\$900	\$1,125	\$800	\$1,000	\$650	\$812

Premium Positions	Width x Height	1x Rate		2x Rate		3x Rate	
		Member	Non-Member	Member	Non-Member	Member	Non-Member
Inside Front Cover Bleed	8.75" X 11.25"	\$1,950	\$2,437	\$1,850	\$2,312	\$1,700	\$2,175
Inside Front Cover	7.5" X 10"	\$1,800	\$2,250	\$1,700	\$2,175	\$1,550	\$1,937
Inside Back Cover Bleed	8.75" X 11.25"	\$1,850	\$2,312	\$1,750	\$2,187	\$1,600	\$2,000
Inside Back Cover	7.5" X 10"	\$1,750	\$2,187	\$1,650	\$2,062	\$1,500	\$1,875

All rates are net and include full color.

## File Specifications



For full-page bleed ads:

- Live area must be .5" from trim edge.
- Bleeds should be at least .125".
- Do not include registration marks.

- Page trim edge
- Live area (.5" from trim edge)
- Bleed (.125" from page trim edge)

- Acceptable file formats for ad submissions include: .PDF (preferred); .PSD, .TIF, .JPEG
- Image resolution must be at least 300 dpi or higher.
- All fonts must be embedded into the file.
- Ad files must be CMYK (not RGB or Pantone PMS).
- When using Adobe Illustrator to create an ad or any elements included within an ad, please make sure all type is converted to outlines.
- We cannot accept native ad files created in: Adobe Pagemaker, Microsoft Publisher, Microsoft Word, or any other non-graphic program.

## Contact Information

### Interested in purchasing advertising?

Contact Joanna Lanzirotti at [sponsors@enrollment.org](mailto:sponsors@enrollment.org).

### Questions about file specifications?

Contact Lisa Leidy at [lisa@squarespotstudio.com](mailto:lisa@squarespotstudio.com).

### To submit an ad:

Email files or links to Virginia Emrick at [vemrick@enrollment.org](mailto:vemrick@enrollment.org).

The  
Enrollment  
Management  
Association

