

The Winged Foot

General Advertising: Effective January 2021. **Rates quoted are net.** NYAC members receive 10% discount (billed to member's audit number). Circulation: *The Winged Foot* is published monthly and is distributed to 9000 members and friends of the New York Athletic Club. As the voice of the USA's foremost athletic club, *The Winged Foot* offers an outstanding forum for the advertising of events, products and services of the highest quality.

Black and White (Rates in parentheses are discounted 10% for NYAC members when billed to audit number).

	1X	3X	6X	12X
Full Page	\$995 (\$895.50)	\$945 (\$850.50)	\$899 (\$809.10)	\$855 (\$769.50)
1/2 Page	\$565 (\$508.50)	\$535 (\$481.50)	\$510 (\$459)	\$485 (\$436.50)
1/3 Page	\$425 (\$382.50)	\$405 (\$364.50)	\$385 (\$346.50)	\$365 (\$328.50)
1/4 Page	\$320 (\$287.50)	\$305 (\$274.50)	\$290 (\$261)	\$275 (\$247.50)
1/6 Page	\$245 (\$220.50)	\$235 (\$211.50)	\$225 (\$202.50)	\$215 (\$193.50)
Spread	\$1995 (\$1795.50)	\$1900 (\$1710)	\$1805 (\$1624.50)	\$1720 (\$1548)

Two Color (Black plus one process color)

Full Page	\$1245 (\$1120.50)	\$1185 (\$1066.50)	\$1125 (\$1012.50)	\$1070 (\$963)
1/2 Page	\$795 (\$715.50)	\$755 (\$679.50)	\$720 (\$648)	\$685 (\$616.50)

Four Color

Full Page	\$1710 (\$1539)	\$1625 (\$1462.50)	\$1545 (\$1390.50)	\$1465 (\$1318.50)
1/2 Page	\$1095 (\$985.50)	\$1040 (\$935.50)	\$990 (\$891)	\$940 (\$846)
1/3 Page	\$820 (\$738)	\$779 (\$701.10)	\$740 (\$666)	\$703 (\$632.70)
1/4 Page	\$540 (\$486)	\$513 (\$462)	\$487 (\$439)	\$462 (\$416)
1/6 Page	\$450 (\$395)			
Spread	\$3420 (\$3078)	\$3250 (\$2925)	\$3085 (\$2776.50)	\$2930 (\$2637)

Four Color Special Placement

Cover 2 or 3	\$1925 (\$1732.50)	\$1830 (\$1647)	\$1740 (\$1566)	\$1655 (\$1489.50)
Cover 4	\$2140 (\$1926)	\$2030 (\$1827)	\$1930 (\$1737)	\$1830 (\$1647)
Center spread	\$3850 (\$3465)	\$3650 (\$3285)	\$3465 (\$3118.50)	\$3290 (\$2961)

Members' Directory - \$55 for five lines. \$5 each additional line.

Advertising Deadlines 2021

<u>Issue</u>	<u>Deadline</u>
January/February	December 11th (2020)
March/April	February 5th
May/June	April 2nd
July/August	June 1st
September/October	August 2nd
November/December	October 1st

IMPORTANT

NB: In order to receive a discount for multiple insertions, advertisements must run in consecutive issues.

Rates apply to camera-ready artwork. Additional charges may be applied for in-house design and pre-press work.

Billing will be applied to members' monthly NYAC statements.

Mechanical Requirements

TRIM SIZE: 8 1/2" x 11"

LIVE AREA: 7 1/2" x 10"

BLEED SIZES: Full Page - 8 3/4" x 11 1/4" Two page spread - 17" x 11" (Live copy should be kept 3/8" from the trim.)

NON BLEED SIZES: Full Page - 7 1/2" x 10" 1/2 Page (horizontal) - 7 1/2"w x 5"h 1/3 Page (vertical) - 2 3/8" x 10"
1/4 Page - 3 3/4"w X 5"h 1/6 Page (vertical) - 2 3/8" x 5"

Production Specifications: • Binding: saddle-stitched. Digital files must be sent as high resolution jpg or tif and should be accompanied by a pdf proof.