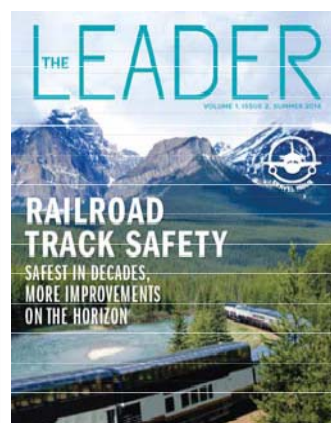


The Leader 2017 Rate Card



Circulation: Approximately 9,600

Issuance: Four times per year + distribution at the national event

VPPPA Show Issue: Spring issue of the magazine – distributed in the bags of all attendees, on top of standard issue distribution

VPPPA Show Issue Circulation: Approximately 12,600

For questions about advertising in *The Leader*, or to reserve your space today, please contact Heidi Hill, Advertising & Sponsorship Coordinator at (703) 761-1146, x111, or hhill@vpppa.org.

AD SIZES

All measurements are width x height

Full Page, no bleed	7.5" x 10"
Full Page, bleed	
Live Area	7.5" x 9.875"
Trim	8.5" x 11"
Bleed	8.75" x 11.25"
1/2 Horizontal	7.5" x 4.575"
1/4 Vertical	3.625" x 4.8125"
Featured Product Photo	Contact for specs
Back Cover, no bleed	7.5" x 4.5"
Back Cover, bleed	
Live Area	8" x 5"
Trim	8.5" x 5.5"
Bleed	8.75" x 5.625"

PUBLICATION SPECS

Trim Size	8.5" x 11"
Bleed Size	8.75" x 11.25"
Binding	Saddle Stitch
Color	CMYK

ADVERTISING RATES

Advertising rates for specialty pages include full-color processing. Please convert all artwork, linked files and embedded files to CMYK process colors.

VPPPA members receive a 15% discount off regular rates.

Rates	Full-Color	Show Issue
Full Page	\$4,450	\$5,935
1/2 Page	\$2,900	\$3,850
1/4 Page	\$1,750	\$2,335
Featured Product	\$500	\$500

Specialty Pages	1X	Show Issue
Cover I (Inside Front Cover)	\$4,900	\$6,535
Cover II (Inside Back Cover)	\$4,500	\$6,000
Cover III (Back Cover)	\$4,900	\$6,535
Spread (2 full pages)	\$8,900	\$11,865

Frequency Rates (rates per insertion)	1X	2X	3X	4X
Spread	\$8,900	\$8,300	\$7,800	\$7,450
Full Page Color	\$4,450	\$3,850	\$3,350	\$3,000
1/2 Page Color	\$2,900	\$2,600	\$2,300	\$2,000
1/4 Page Color	\$1,750	\$1,550	\$1,400	\$1,250
Featured Product	\$500	\$500	\$500	\$500