

2018 Rates & Dates

2018 General Gross Rates

	B&W	2 Color	4 Color
Page	\$18,000	\$22,500	\$27,000
Spread	\$36,000	\$45,000	\$54,000
2/3 Page	\$13,500	\$16,800	\$20,200
1/2 Page	\$10,900	\$13,600	\$16,300
1/3 Page	\$7,400	\$9,200	\$11,200
1/6 Page	\$4,600	\$6,000	\$7,300
BRC	\$9,100	\$9,100	\$9,100
Cover 2, Page 1			\$57,800
3rd Cover			\$29,700
4th Cover			\$33,700
No charge for bleed			

2018 Closing Dates

ISSUE	AD CLOSE	MATERIAL DUE DATE	SUPPLIED INSERTS DUE*	ON SALE NEWSSTAND	APP EDITION LIVE
Dec 17/Jan 18	Oct 12	Oct 18	Nov 1	Nov 28	Nov 21
Feb/Mar	Dec 7	Dec 13	Dec 27	Jan 30	Jan 17
Apr/May	Feb 8	Feb 14	Feb 28	Mar 27	Mar 21
June/July	Apr 12	Apr 18	May 2	May 29	May 23
SIP - WWII Airplanes	May 18	May 24	June 8	July 7	-----
August	June 7	June 13	June 27	July 24	July 18
September	July 12	July 18	Aug 1	Aug 28	Aug 22
Oct/Nov	Aug 9	Aug 15	Aug 29	Sept 25	Sept 19
SIP - Life on an Aircraft	Sept 14	Sept 20	Oct 5	Nov 6	-----
Dec 18/Jan 19	Oct 11	Oct 23	Oct 31	Nov 27	Nov 21

* PLEASE ADVISE PRODUCTION WHEN EXTENDED MATERIAL DUE DATES HAVE BEEN GIVEN. If Drop Dead dates are needed, please contact Production.

** Preprinted inserts should arrive at Quad on the due dates posted—there will be NO EXTENSIONS on these dates.