



### 2021 PRINT GROSS RATES

	<b>B&amp;W</b>	<b>4 Color</b>
Page	\$18,010	\$27,010
Spread	\$36,020	\$54,020
2/3 Page	\$14,500	\$21,700
1/2 Page	\$10,900	\$16,300
1/3 Page	\$7,300	\$10,900
1/6 Page	\$3,700	\$5,500
Cover 2, Page 1		\$58,110
3rd Cover		\$29,800
4th Cover		\$32,500

No charge for bleed

### 2021 PRINT CLOSING DATES

<b>Issue</b>	<b>Ad Close</b>	<b>Material Due Date</b>	<b>Supplied Inserts Due*</b>	<b>On Sale Newsstand</b>	<b>Digital Replicas Live</b>
Feb/Mar	Nov 30	Dec 4	Dec 21	Jan 26	Jan 15
Apr/May	Feb 4	Feb 10	Feb 24	Mar 23	Mar 19
SIP - 10 Ultimate Fighters	Mar 31	Apr 6	Apr 19	May 18	———
June/July	Apr 8	Apr 14	Apr 28	May 25	May 21
Aug/Sept	June 3	June 9	June 23	Jul 20	July 16
Oct/Nov	Aug 12	Aug 18	Sept 1	Sept 28	Sept 24
Dec 21/Jan 22	Oct 7	Oct 13	Oct 27	Nov 23	Nov 19

\* 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.