

Premium positions sell out FAST...reserve yours today!

Give *The Hook* a call:
434-295-8700

The Hook is published every Thursday except for the last week in December when we publish our special double issue, "The Year in Review." (Please note that our first issue in August, our famous "Annual Manual," has its own rate card.)

display rates
color

	open	13x	26x	50x
Center	2050	1690	1530	1375
back cover	1600	1300	1200	1075
IFC/page 3	1575	1250	1150	1025
full page	1300	1050	950	870
3/4 page	1015	830	750	675
1/2 page	700	550	520	465
3/8 page	545	450	410	360
1/4 page	390	310	290	260
1/8 page	230	190	175	165
1/16 page	135	115	105	95

b/w

full page	1240	990	880	795
3/4 page	950	720	680	605
1/2 page	640	510	460	405
3/8 page	490	385	350	315
1/4 page	345	270	240	220
1/8 page	195	150	140	125
1/16 page	110	85	80	70

ad deadlines

Space reservations
5pm Friday

Copy/artwork
5pm Friday

Camera-ready ads
Noon Monday

Guaranteed ad placement may be arranged for 25% additional cost

Please ensure that all camera-ready ads are emailed to your ad rep in PDF format at a minimum of 300 DPI.

Color ads should be sent in **CMYK** format.

ad sizes

Due to our printing process, ads will appear slightly smaller.

