

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

Give *The Hook* a call:
434-295-8700 x 2

Please note that our first issue in August, our famous "Annual Manual," and our other special sections have their own rate card.

display rates
color

	open	4-12x	13-26x	27-52x
center	2225	2015	1820	1665
back cover	1860	1690	1520	1380
IFC/page 3	1450	1330	1215	1100
full page	1390	1260	1140	1045
3/4 page	1085	985	895	805
1/2 page	750	690	615	560
3/8 page	590	540	490	445
1/4 page	420	385	345	315
1/8 page	250	235	215	190

*Frequency discounts can be earned by publishing in any HOOK product.

PRICES INCLUDE FREE GRAPHIC DESIGN SERVICES

ad deadlines

Space reservations

Noon Friday

Copy/artwork

5pm Friday

Insert Rates

Open \$75/1,000

Contract \$50/1,000

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.

