

DIVERSITYWORKS

'For All of Us'

Quarterly Magazine (January, April, July and October)

RETAIL ADVERTISING RATES

Rates Effective January 1, 2016

	Open Rate	2X	3X	4X
Back Cover	\$1,100.00	\$1,078.00	\$1,067.00	\$1,045.00
Inside Cover	\$1,000.00	\$980.00	\$970.00	\$950.00
Full Page	\$900.00	\$882.00	\$873.00	\$855.00
Half Page	\$575.00	\$563.00	\$558.00	\$546.00
Quarter Page	\$375.00	\$367.00	\$364.00	\$356.00
Eighth Page	\$275.00	\$269.00	\$267.00	\$261.00

(ROP Advertising only • Annual Contracts Required)
 (Which will include a digital presence with link)
 Advertising Rates are Net Cost to Agencies

PICK UP DISCOUNTS

Off Second Insertion	2%
Off Third Insertion	3%
Off Fourth Insertion	5%

CAMERA READY SPECS

Format: PDF, TIFF, PNG and JPEG Files

Resolution: 300 DPI Required

E-mail: dmmadworks@aol.com (25mb limit)

Transfer Disk: CD/USB Drive

(include all elements of advertisement-artwork and fonts)

Program Files: Word, Photoshop CS4, Illustrator CS4, InsDesign CS4, Abobe.

Note: Advertising deadline for camera ready files will be the same as for display advertising files to be designed.

DIVERSITY WORKS 2015 ADVERTISING DEADLINE PER QUARTER:

January 2016 - Friday December 11, 2015 • April 2016 - Friday March 11, 2016
 July 2016 - Friday June 10, 2016 • October 2016 - Friday September 9, 2016

2016 RATE CARD

Address: 1951 Pisgah Road, Suite 111
 Florence SC 29501

Phone: (843) 669-5929 • (843) 413-2743

Email: dmmadworks@aol.com

Websites: www.diversityworkssc.com
 www.dmmadvertisingandmarketing.com



MECHANICALS

(ROP Ad Size)	(Width & Height)
Back Cover	7 1/2 X 9 5/8
Inside Cover	7 1/2 X 9 5/8
Full Page	7 1/2 X 9 5/8
Half Page (H)	7 1/2 X 4 3/4
Half Page (V)	3 1/2 X 9 5/8
Quarter Page	3 1/2 X 4 3/4
Eighth Page	3 1/2 X 2 1/2

Website Advertising Now Available!

(When you place your banner message on dmmadvertisingandmarketing.com along with diversityworkssc.com, you're not only branding your image in front of a potential 100,000 viewers, you're providing them direct access to do business with your organization or business with just a push of a button)

Rotating Banner - Top Homepage of Both Websites

468 X 60 Pixels / Horizontal Ads --- \$150.00 Per Qtr

Tower Banner - Right or Left Hand Side of Homepage

120 X 300 Pixels / Vertical Ads --- \$75.00 Per Qtr