

# The Next50

Central Virginia's Lifestyle Magazine for the 50+ Generation

[www.theNext50.net](http://www.theNext50.net)

## 2008 ADVERTISING RATES AND SPECIFICATIONS:

Ad size	1x (open rate)	3x	6x
Full page	\$1,750	\$1,475	\$1,300
3/4 page	\$1,500	\$1,275	\$1,125
1/2 page	\$1,000	\$850	\$750
1/3 page	\$750	\$640	\$560
1/4 page	\$635	\$540	\$475
1/6 page	\$495	\$425	\$370
1/8 page	n/a	\$360	\$315
1/12 page	n/a	\$320	\$280

All rates quoted are color. Deduct 15% for black & white rates

## PREMIUM POSITIONS:

Ad size	1x (open rate)	3x	6x
Center 2-page spread	\$3,000	\$2,500	\$2,250
Back Cover	\$2,200	NA	NA
Inside Front/back	\$2,000	\$1,700	\$1,500

## AD DESIGN SERVICES AND POLICIES

The publication offers complimentary ad design services, if needed, to design the initial ad for any advertiser signing a contract schedule for two or more issues. Minor text edits or changes to that ad run in future issues will be done at n/c. New ads that need to be designed will be invoiced as follows:

1/2 page size or larger:	\$295
1/3 or 1/4 size:	\$135
smaller than 1/4:	\$90

Email [design@thenext50.net](mailto:design@thenext50.net) with any questions/requests

The Next50 is published 6x annually:

Apr/May, June/July, Aug/Sept, Oct/Nov, Dec/Jan, Feb/Mar.

**Advertising Deadlines:** One month prior to publication date (the 1st of the month.)

**Frequency discounts** apply to ad schedules run within a 12 month period (6 issues) 5% discount on all pre-paid contracts

**For updated information on our editorial calendar** check our web site [www.theNext50.net](http://www.theNext50.net)

*Combo discount available for Charlottesville House & Home advertisers.*

**For advertising information:**

[Sales@theNext50.net](mailto:Sales@theNext50.net)

(434) 293-3231

**For design questions or to send ad materials:**

[Design@theNext50.net](mailto:Design@theNext50.net)

(434) 326-1136

## Ad Sizes:

Trim Size:

10.875" x 12.125"

Full Page with Bleed:

11.375" x 12.625"

Full Page without Bleed:

9.875" x 11"

