

ARMCHAIR GENERAL

2012 DIRECT RESPONSE ADVERTISING RATES

2012 ISSUE DATES

Issue	Space Close	Run of Book Ad Material Due	Post Exchange Ad Material Due	On-Sale Date
February/March 2012	11/15/11	11/22/11	11/22/11	01/17/12
April/May	01/10/12	01/17/12	01/17/12	03/13/12
June/July	03/13/12	03/20/12	03/20/12	05/15/12
August/September	05/15/12	05/22/12	05/22/12	07/17/12
October/November	07/10/12	07/17/12	07/17/12	09/11/12
December/January 2013	09/04/12	09/11/12	09/11/12	11/06/12

26,000 Paid Circulation

DISPLAY AD RATES

Four Color	1x	3x	6x	9x	12x
Full Page	\$1,952	\$1,796	\$1,718	\$1,620	\$1,523
2/3 Page	\$1,464	\$1,347	\$1,288	\$1,215	\$1,142
1/2 Page	\$1,122	\$1,033	\$988	\$932	\$875
1/3 Page	\$846	\$778	\$744	\$702	\$660
Cover 2	\$2,806	\$2,582	\$2,469	\$2,329	\$2,189
Cover 3	\$2,562	\$2,357	\$2,255	\$2,126	\$1,998
Cover 4	\$3,050	\$2,806	\$2,684	\$2,532	\$2,379
Black & White	1x	3x	6x	9x	12x
Full Page	\$1,562	\$1,437	\$1,374	\$1,296	\$1,218
2/3 Page	\$1,171	\$1,078	\$1,031	\$972	\$914
1/2 Page	\$898	\$826	\$790	\$745	\$700
1/3 Page	\$677	\$623	\$595	\$562	\$528

POST EXCHANGE RATES

Four Color	1x	3x	6x	9x	12x
1/6 Page	\$508	\$467	\$447	\$421	\$396
1/12 Page	\$279	\$257	\$246	\$232	\$218
1/24 Page	\$136	\$126	\$120	\$113	\$106
Black & White	1x	3x	6x	9x	12x
1/6 Page	\$406	\$374	\$357	\$337	\$317
1/12 Page	\$223	\$205	\$197	\$185	\$174
1/24 Page	\$109	\$100	\$96	\$91	\$85
Words	n/a				

*(Refer to the Digital Ad Specifications Sheet for ad dimensions)

