



one. a magazine rate card

one. a magazine is the professional home for advertising's creative community. Each issue features interviews and first-person accounts with the industry's creative leaders and thinkers, unearthing the latest trends in advertising culture and the creative process that goes into each campaign. Distributed three times annually, *one. a magazine* is entering its 15th year of publication.

Rates	1X	2X	3X	4X
Full Page	\$3000	2750	2500	2250
Back Cover	\$3500	3250	3000	2750
2-Page Spread	\$5500	5000	4500	4000

(note: Discounts available to producers, artists and rep groups upon request)

Issue/Theme	Published	Space Reservation	Final Materials
Fall/One Show Winners	October 2011	August 15	September 6
Winter/TBD	February 2012	December 9	January 6
Spring/TBD	May 2012*	March 9	April 6

*(Will debut at 2012 One Show and be included in gift bags for guests)

Circulation

4,000 copies are distributed to Creative Directors, Designers, Clients, Advertising Students, One Club Members, Bookstores and Newsstands.

1000 extra copies distributed at the One Show Festival for attendees.

Specifications

Bleed: 9-11/16 x 12-7/8 inches (1/8 inch all around)

Trim: 9-7/16 x 12-5/8 inches

Live: 8-7/16 x 11-5/8 inches (1/2 inch tolerance all around)

Printing: 4-color process

Resolution: 300 dpi or higher

Format: Hi-Res PDF on CD with a color proof

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