

Full-page 7.875" x 10" (can bleed)

# MORT WALKER'S The BEST of TIMES

FAMILY-FRIENDLY FUN MAGAZINE (SM)

Mort Walker's THE BEST OF TIMES (TM)  
61 Studio Road  
Stamford, CT 06903  
Family-friendly FUN Magazine (SM)

One Issue  
\$1250

Three Issues  
\$1125 per Insert

Special Positions available:

Back Cover → One Issue: \$1500  
Three Issues: \$1350 per Insert

Inside Back Cover → One Issue: \$1400  
Inside Front Cover → Three Issues: \$1260 per Insert

Center Spread - Two Full Pages (can bleed)

One Issue  
\$2500

Three Issues  
\$2250 per Insert

SPECS (width x height):

Trimmed Size = 8 3/8" (8.375) x 10 7/8" (10.875)  
Bleed = add 1/4" to artwork (8.625" x 11.125")  
Live Area = 7.875" x 10.35"

Full Page 7.875" x 10"  
Full Page with Bleed 8.625" x 11.125" (Note Live Area)  
1/2 Page Vertical 3.8" x 10"  
1/2 Page Horiz 7.875" x 4.9"  
1/4 Page 3.8" x 4.9"

4-color, CMYK color, 300 dpi resolution (Not RGB color)

All printer-ready documents accepted. Prefer PDF, Photoshop, InDesign, or Illustrator files.

Half-page - Horizontal

One Issue  
\$700

Three Issues  
\$630 per Insert

Half-page - Vertical

One Issue  
\$700

Three Issues  
\$630 per Insert

Quarter-page

One Issue  
\$375

Three Issues  
\$337.50 per Insert

**Contact RJ Schwartz for further details and AD submission confirmation**

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