

2026 Ad Rates (Print)

Print	1x
Center Spread	\$8,000
Two Page Spread	\$7,245
Full Tabloid	\$4,500
1/2 Tabloid Horizontal	\$2,655
2/3 Tabloid Horizontal	\$4,100
Standard Full Page	\$3,600
Standard 1/2 Page	\$2,250
1/5 Tabloid Horizontal	\$1,000
Standard 1/4 Page	\$985
Standard 1/8 Page	\$670
Back Page	\$6,745
Inside Back Page	\$5,685
Page 2, Full Tabloid	\$6,795
Page 5, Full Tabloid	\$5,595
Page 7, Full Tabloid	\$5,195
Page 9, Full Tabloid	\$4,895
Page 11, Full Tabloid	\$4,695
Page 13, Full Tabloid	\$4,495
Page 15, Full Tabloid	\$4,295
Page 3: Standard Full Page	\$4,497
Page 4: Standard Full Page	\$4,276
Page 6: Standard Full Page	\$4,057
Page 8: Standard Full Page	\$3,843
Page 10: Standard Full Page	\$3,621
Front Page Banner	\$1,600

Inserts	1x
Cover Wraps	\$9,000
Polybag Supplement (70 lb. gloss)	\$8,000
Center Section (100 lb. gloss)	\$20,500
Signature Section (100 lb. gloss)	\$15,250

Postal Mailing List Rates (Electronic Downloads)

Lower	Upper	Rate
1,000	4,999	\$0.10
5,000	19,999	\$0.08
20,000	999,999	\$0.06

2026 Ad Rates (Digital)

Digital

1x

Full Tab Sponsored Content

\$1,850

Web Site Banners

Digital & Homepage	1st Impression PopUp Banner	\$1,750
Home Page Banner	Takeover w/Medium Rectangle	\$1,750 Per Month
Article Page(s)	Alternating Medium Rectangle	\$1,000 Per Month
Article Page(s) Package	Alternating Medium Rectangle w/Leaderboard	\$1,300 Per Month
Subscriber Page	Half Page Rectangle	\$1,000 Per Month

DC BrandCast

1x

Basic (Mobile Only)	\$1,500
Standard (Cross-Device)	\$3,500
Premium (Omnichannel)	\$7,500

Add-On: Managed Lead Capture Page \$500 flat setup fee

DC Sponsored e-Book

e-Book

\$9,750

News Update

1x

Banner 1

\$1,000

Deals & Events

1x

National Exclusive Deals & Events	\$2,500
Standard Deals & Events	
Prime Position 1	\$500
Prime Position 2	\$450
Standard	\$350

Eblast Personalization

1x

Per Blast

\$95

A/B Split Processing

1x

Per Blast

\$75

Webinars

1x

DC Hosted Webinar	\$4,000
Client Hosted Webinar Advertising Package	\$3,500

Facebook

1x

Facebook Audience Share

\$750

Geo Target

10 cents per name, with a \$350.00 minimum purchase.

2026 Ad Rates (Print)

Print	1x
Center Spread	\$7,000
Two Page Spread	\$6,400
Full Tabloid	\$2,940
1/2 Tabloid Horizontal	\$2,035
2/3 Tabloid Horizontal	\$2,175
Standard Full Page	\$1,836
Standard 1/2 Page	\$1,186
1/5 Tabloid Horizontal	\$800
Standard 1/4 Page	\$700
Standard 1/8 Page	\$585
Back Page	\$3,360
Inside Back Page	\$3,186
Page 2, Full Tabloid	\$2,800
Page 5, Full Tabloid	\$2,835
Page 7, Full Tabloid	\$2,625
Page 9, Full Tabloid	\$2,520
Page 11, Full Tabloid	\$2,370
Page 13, Full Tabloid	\$2,160
Page 3: Standard Full Page	\$2,258
Page 4: Standard Full Page	\$2,127
Page 6: Standard Full Page	\$2,022
Page 8: Standard Full Page	\$1,970
Page 10: Standard Full Page	\$1,938
Front Page Banner	\$1,300

Inserts	1x
Cover Wraps	\$6,000
Polybag Supplement (70 lb. gloss)	\$7,000
Center Section (100 lb. gloss)	\$17,250
Signature Section (100 lb. gloss)	\$13,150

Postal Mailing List Rates (Electronic Downloads)

Lower	Upper	Rate
1,000	4,999	\$0.12
5,000	999,999	\$0.10

2026 Ad Rates (Digital)

Digital

1x

Full Tab Sponsored Content

\$1,850

Web Site Banners

Digital & Homepage	1st Impression PopUp Banner	\$1,750
Home Page Banner	Takeover w/Medium Rectangle	\$1,750 Per Month
Article Page(s)	Alternating Medium Rectangle	\$1,000 Per Month
Article Page(s) Package	Alternating Medium Rectangle w/Leaderboard	\$1,300 Per Month
Subscriber Page	Half Page Rectangle	\$1,000 Per Month

AT Sponsored e-Book

e-Book

\$9,750

News Update

1x

Banner 1

\$700

Deals & Events

1x

National Exclusive Deals & Events

\$2,500

Standard Deals & Events

Prime Position 1

\$300

Prime Position 2

\$270

Standard

\$150

Eblast Personalization

1x

Per Blast

\$95

A/B Split Processing

1x

Per Blast

\$75

Webinars

1x

AT Hosted Webinar

\$3,500

Client Hosted Webinar Advertising Package

\$2,700

Facebook

1x

Facebook Audience Share

\$1,000

Geo Target

10 cents per name, with a \$350.00 minimum purchase.

