

CASTING SOURCE

Print Display Advertising Rates

Regular Display and Special Publication Rates — To find out more about our Special Publications, go to pages 10 & 11.

BLACK + WHITE DISPLAY RATES			
	Frequency of Insertions (cost per ad)		
Ad Size	6 Issues	4 Issues	1 Issue
Full-Page	\$4,515	\$5,125	\$5,735
2/3 Page	\$3,670	\$4,155	\$4,675
1/2 Island	\$3,220	\$3,690	\$4,125
1/2 Page (Horizontal + Vertical)	\$2,865	\$3,215	\$3,595
1/3 Page (Vertical + Square)	\$2,025	\$2,325	\$2,595
1/4 Page (Square, Horizontal + Vertical)	\$1,730	\$1,900	\$2,120
1/6 Page	\$1,240	\$1,415	\$1,620

ADD \$940 TO PRICE FOR FULL COLOR ADS. COLOR FEES WAIVED WITH A 6-ISSUE COMMITMENT.

PREMIUM POSITIONS	
Includes full color	
Location	Price
Inside Front Cover	Earned Rate + 10%
Inside Back Cover	Earned Rate + 5%
Outside Back Cover	Earned Rate + 15%

PROSPECTUS RATES	
Includes full color	
SIZE	PRICE
Full-Page Profile + Full-Page Ad	\$4,280
Full-Page Profile Only	\$2,850

DIRECTORY ADLET RATES (Casting Source Directory Only)					
	Frequency of Insertions (cost per ad)				
Ad Size	5 or more	4	3	2	1
Single [2" x 1.5"]	\$415	\$475	\$560	\$660	\$740
Double [2" x 3"]	\$550	\$670	\$790	\$895	\$1,025

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Advertising Specifications

PRINT SPECIFICATIONS

Resolution: 300 DPI — PDF/X-1a files only

Bleed size: [8.125" x 11.125"] *All full-page PDFs must be bleed size. Please do not include crop marks.

Trim size: [7.875" x 10.875"] Text, logos, and graphics must be inset at least 0.5" from trim on all sides.

Special instructions: All art elements in your ad must be CMYK and your ad must be a PDF/X-1a file.

Full-Page Bleed

8.125" x 11.125"

*[trim size =
7.875" x 10.875"]

2/3 Page

4.5" x 10"

1/2 Island

4.5" x 7.375"

1/2 Horizontal

7" x 4.875"

1/2 Vertical

3.375" x 10"

1/3 Vertical

2.125" x 10"

1/3 Square

4.5" x 4.875"

1/4 Square

3.375" x 4.875"

1/4 Horizontal

7" x 2.375"

1/6 Page

2.125" x 4.875"

Single Adlet

2" x 1.5"

Double Adlet

2" x 3"

DIGITAL SPECIFICATIONS

Ad Sizes (W X H):

Leaderboard: 728 x 90 pixels

Sideboard: 300 x 250 pixels

Resolution: 72 DPI or greater

File Format: Static or animated GIF or PNG preferred. While there is no limit, a maximum file size of 1 MB is recommended.

Videos: Videos should be submitted as MP4 files or YouTube links. There is no file size limit, but be aware that file size can affect load time.

Advertising Sales Representatives

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