



Հայրենիք

HAIRENIK ASSOCIATION

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ADVERTISING RATES

Paper Advertising (\$)							
# OF INSERTIONS	1/16 PAGE	1/8 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE	BACK PAGE (Color)	FREQUENCY DISCOUNT
1	60	85	140	265	500	650	N/A
2	100	140	240	450	850	1,110	15%
3	150	220	360	680	1,280	1,660	15%
4	200	290	480	900	1,700	2,210	15%
5	230	320	530	990	1,880	2,440	25%
6	270	380	630	1,190	2,250	2,930	25%
7	320	450	740	1,390	2,630	3,410	25%
8	360	510	840	1,590	3,000	3,900	25%
9	410	570	950	1,790	3,380	4,390	25%
10	420	600	980	1,860	3,500	4,550	30%
11	460	650	1,080	2,040	3,850	5,010	30%
12	500	710	1,180	2,230	4,200	5,460	30%
15	630	890	1,470	2,780	5,250	6,830	30%
20	840	1,190	1,960	3,710	7,000	9,100	30%
25	900	1,280	2,100	3,980	7,500	9,750	40%
35	1,260	1,790	2,940	5,570	10,500	13,650	40%
52	1,560	2,210	3,640	6,890	13,000	16,900	50%

Online Advertising (\$)		
Top Banner	728 x 90 pixels	\$350/month + \$40 one time set up fee
Box Size	300 x 250 pixels	\$300/month + \$40 one time set up fee

Advertising Specifications

Print Advertising		
Standard Sizes for non-bleed	Width	Depth
Back Page (Color)	9 3/4"	15 1/2"
Full Page	9 3/4"	15 1/2"
1/2 Page (Horizontal)	9 3/4"	7 3/4"
1/2 Page (Vertical)	4 7/8"	15 1/2"
1/4 Page	4 7/8"	7 3/4"
1/8 Page	4 7/8"	3 7/8"
1/16 Page	2 1/2"	3 7/8"

Online Advertising		
Ad Type	Width	Height
Top Banner	728 pixels	90 pixels
Sidebar	300 pixels	250 pixels

Please contact us at ads@hairenik.com with any advertising related questions