

2024 RATE CARD



WINGED M

MULTNOMAH ATHLETIC CLUB

CIRCULATION & READERS

The Winged M, a monthly magazine for members of Multnomah Athletic Club (MAC), reaches 20,000+ readers. *The Winged M* is a four-color monthly magazine printed on 70-pound gloss stock and highlights athletic and social news of MAC members. The vast majority of MAC members are located in the Portland metropolitan area. *The Winged M* is mailed directly to members' homes and businesses by the first of every month.

To view *The Winged M* digital edition visit themac.com

2024 DEADLINES

| ISSUE | SPACE RESERVATION | AD MATERIALS |
|-----------|-------------------|--------------|
| January | Nov. 3, 2023 | Dec. 7, 2023 |
| February | Dec. 1, 2023 | January 4 |
| March | January 5 | February 1 |
| April | February 2 | March 7 |
| May | March 1 | April 4 |
| June | April 7 | May 2 |
| July | May 3 | June 6 |
| August | June 7 | July 3 |
| September | July 5 | August 1 |
| October | August 2 | September 5 |
| November | September 6 | October 3 |
| December | October 4 | November 7 |

2024 NET RATES

Rates subject to change without notice.

SIZE

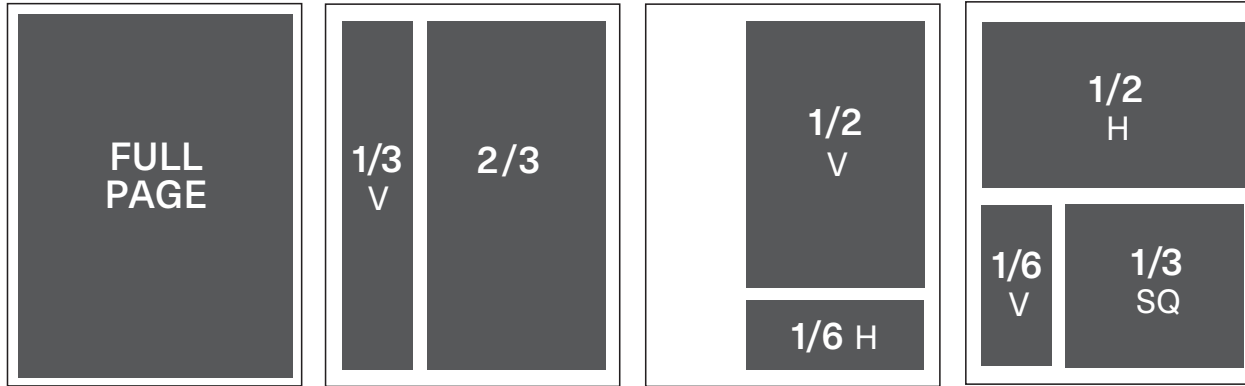
| Frequency | OPEN | 3x | 6x | 12x |
|-----------|---------|---------|---------|---------|
| Full | \$2,812 | \$2,106 | \$1,828 | \$1,407 |
| Two Third | \$2,542 | \$1,906 | \$1,652 | \$1,398 |
| Half | \$1,836 | \$1,377 | \$1,193 | \$1,012 |
| One Third | \$1,654 | \$1,242 | \$1,075 | \$913 |
| One Sixth | \$1,247 | \$936 | \$811 | \$685 |

PREMIUM POSITIONS

| Frequency | OPEN | 3x | 6x | 12x |
|--------------|---------|---------|---------|---------|
| Back | \$5,022 | \$3,766 | \$3,263 | \$2,762 |
| Inside Front | \$3,810 | \$2,857 | \$2,485 | \$2,106 |
| Inside Back | \$3,581 | \$2,686 | \$2,328 | \$1,970 |
| Presidents | \$3,262 | \$2,447 | \$2,122 | \$1,793 |
| Preferred | 15% | 15% | 15% | 15% |

For more information on reserving space and terms and condition, please contact advertising@themac.com.

PRINT SPECIFICATIONS



AD REQUIREMENTS

Format: PDF or JPEG preferred

Resolution: 300 ppi at the correct dimensions

Color: process CMYK (cyan, magenta, yellow, black)

Submissions: email advertising@themac.com
 Ads sent as native Illustrator or InDesign files must include all supporting files, linked graphics, and fonts. If the fonts are not included, they must be outlined.

Ads are not guaranteed for color quality unless accompanied by a press-quality proof.

MAC does not currently offer creative services for advertising.

AD SIZES - IN INCHES

| | WIDTH | HEIGHT |
|----------------------|-------|--------|
| Full Page with bleed | 8.625 | 11.125 |
| Trim size* | 8.375 | 10.875 |
| Live area** | 7.875 | 10.375 |
| Full Page no bleed | 7.875 | 10.375 |
| 2/3 | 4.75 | 9.625 |
| 1/2 H - horizontal | 7.5 | 4.625 |
| 1/2 V - vertical | 4.75 | 7.125 |
| 1/3 SQ - square | 4.75 | 4.625 |
| 1/3 V - vertical | 2.25 | 9.625 |
| 1/6 H - horizontal | 4.75 | 2.125 |
| 1/6 V - vertical | 2.25 | 4.625 |

*Include crop marks at the trim size on bleed ads.

**Position text inside the live area on bleed ads.

WINGED M

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For advertising information,
call 503-517-7228
or email advertising@themac.com.

CLASSIFIED ADS

To place a classified, complete and submit the ad placement form available at themac.com/classifieds.

2024 NET RATES

Each line = 30 characters including spaces

The cost is \$25 per line

MAC PROFESSIONAL ADS

Making business connections can be challenging for new and longtime members alike. Want to promote your services, find a member-owned business, and network with other club professionals?

The Winged M has you covered. Simply submit a headshot, logo, tagline and contact information. A MAC designer will do the rest!

2024 NET RATES

| FREQUENCY | OPEN | 3X | 6X | 12X |
|-----------|-------|-------|-------|-------|
| | \$600 | \$250 | \$200 | \$150 |

MAC MARKETPLACE DEADLINES

| ISSUE | AD MATERIALS |
|-----------|--------------|
| January | Dec. 7, 2023 |
| February | January 4 |
| March | February 1 |
| April | March 7 |
| May | April 4 |
| June | May 2 |
| July | June 6 |
| August | July 3 |
| September | August 1 |
| October | September 5 |
| November | October 3 |
| December | November 7 |