

Additional Rate Information

PLEASE NOTE:

Advertisers in Fall only or College Guide only will be charged an additional 15% over the gross price indicated.

NATIVE BUSINESS DISCOUNT

Native businesses (including tribal businesses) receive an additional 10% discount off of gross rates on ads 1/4 size and larger.

INVOICING POLICY

Pre-Payment Requirements

Pre-payment via check or credit card is required for 1/4 page and smaller placements. If paying by credit card, a completed credit card authorization form must accompany insertion orders to insure placements. Please contact your sales representative for an authorization form if one is not provided with the insertion order. Payment by check must be mailed with a copy of the completed insertion order to the address below.

Invoicing Policy

Qualified advertising is invoiced at the time of publication. Payment is due within 30 days of invoice date. Finance charges accrue at a daily rate of 2% compounded, on payments received after that date. To ensure payment is accurately applied please include invoice number and name of advertiser on check.

Make Checks Payable To: THE POHLY COMPANY

SEND PAYMENTS TO:

The Pohly Company
Winds of Change – Accounts Receivable
99 Bedford Street, Floor 5
Boston, MA 02111

PHONE OR EMAIL CONTACT

617-451-1700
windsofchange@pohlyco.com

2011 Ad Rates

Advertising Rates (gross)

Ad Location	4-color	B/W
Back Cover	\$4,175	
Inside Front Cover	\$3,860	
2-Page Spread	\$5,985	
Inside Back	\$3,805	
Full Page	\$3,265	\$2,965
2/3 Page	\$2,655	\$2,460
1/2 Page	\$2,260	\$2,050
1/3 Page	\$1,700	\$1,560
1/4 Page	\$1,245	\$1,130
College/University Logo (1/6 page)		\$560
Classifieds		\$2 per word

Frequency Discounts

Ad Location	2X		3X		4X		5X	
	4-color	B/W	4-color	B/W	4-color	B/W	4-color	B/W
Full Page	\$3,200	\$2,905	\$3,135	\$2,845	\$2,925	\$2,660	\$2,865	\$2,600
2/3 Page	\$2,600	\$2,410	\$2,550	\$2,360	\$2,380	\$2,205	\$2,330	\$2,160
1/2 Page	\$2,215	\$2,010	\$2,170	\$1,970	\$2,025	\$1,835	\$1,980	\$1,795
1/3 Page	\$1,665	\$1,530	\$1,630	\$1,500	\$1,525	\$1,400	\$1,490	\$1,370
1/4 Page	\$1,220	\$1,105	\$1,195	\$1,085	\$1,115	\$1,015	\$1,090	\$990

Discounts on specialty ad units not listed above are negotiated at time of purchase.

For more information on how to advertise in *Winds of Change*, contact Candace McDonough at (617) 969-2137 or windsofchange@pohlyco.com

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