



## 2018 Print Rates

*Rates are price per month*

SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Full b/w	\$1400	\$1266	\$1132	\$1066
Full color	\$1680	\$1520	\$1360	\$1280
1/2 b/w	\$ 732	\$ 712	\$ 680	\$ 656
1/2 color	\$ 868	\$ 854	\$ 815	\$ 720
1/3 b/w	\$ 566	\$ 546	\$ 513	\$ 465
1/3 color	\$ 706	\$ 686	\$ 633	\$ 573
1/4 b/w	\$ 420	\$ 400	\$ 380	\$ 359
1/4 color	\$ 535	\$ 525	\$ 510	\$ 499
1/6 b/w	\$ 305	\$ 293	\$ 280	\$ 265
1/6 color	\$ 385	\$ 375	\$ 355	\$ 345
1/8 b/w	\$ 220	\$ 207	\$ 193	\$ 180
1/8 color	\$ 273	\$ 260	\$ 238	\$ 220
1/10 b/w	\$ 180	\$ 166	\$ 153	\$ 140
1/10 color	\$ 214	\$ 200	\$ 183	\$ 167
1/12 b/w	\$ 139	\$ 133	\$ 126	\$ 113
1/12 color	\$ 172	\$ 160	\$ 155	\$ 140
1/16 b/w	\$ 92	\$ 89	\$ 79	\$ 74
1/16 color	\$ 116	\$ 110	\$ 100	\$ 90
1/20 b/w	\$ 66	\$ 62	\$ 60	\$ 53
1/20 color	\$ 81	\$ 77	\$ 75	\$ 66

### DEADLINES

Commitment, contract, prepayment, finished ad: 20th of month prior to month your ad is to run.

**GUARANTEED PLACEMENT** For example, back page. 20% additional charge.

### SPECS

FORMAT: PDF or JPG

FONTS/GRAPHICS: Embed all fonts and graphics in file.

COLOR: CMYK

!! BLACK TEXT: Black text in color ads must be rendered 100% CMYK black.

TEXT CHANGE: \$10 per month, if we make change to your repeat ad.

**INSERTS:** \$25 per 1000/ Inserts must be delivered to the printer (Burham Street in Milwaukee) by the customer or customer's agent. 10,000 minimum.

\* We can design your ad. Bay View Compass Design Add Design Fee: \$50

\* Bay View Compass Provides Photograph: \$50

**SEND AD TO —> [editor@bayviewcompass.com](mailto:editor@bayviewcompass.com)**

Ad Rep Katherine Keller  
[editor@bayviewcompass.com](mailto:editor@bayviewcompass.com)  
 414.915.2420

Bay View Compass  
 PO Box 070645  
 Milwaukee WI 53207

Tel: 414.915.2420 [editor@bayviewcompass.com](mailto:editor@bayviewcompass.com)