

# RATE CARD

## AD SIZE

**1/2 PAGE HORIZ.**

**FULL PAGE**

**FULL PAGE SPREAD**

### ILLV ONLY

(*I LOVE LAS VEGAS*)

\$800

\$1,500

\$2,700

### ILLV + WOLV\*

(*I LOVE LAS VEGAS*) + (*WHAT'S ON LAS VEGAS*)

\$1,600

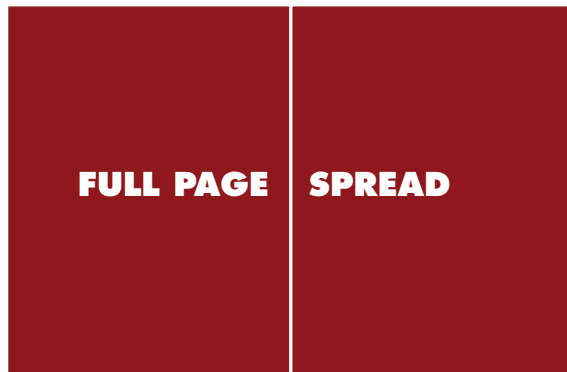
\$2,500

\$4,500

\**What's On Las Vegas* (WOLV) – pricing is inclusive of ad purchased with distribution for both publications.

*I Love Las Vegas* publishes 25,000 copies the first week of each month producing 62,500 gross impressions for our advertisers.

When purchased together with *What's On Las Vegas*, total distribution is 125,000 copies monthly and 312,500 gross impressions.



## AD DIMENSIONS

Additional to the *I Love Las Vegas* magazine size, the publication is produced at digest size. When submitting artwork, please supply both magazine and digest sizes of your artwork.

### MAGAZINE FULL PAGE SPREAD

Bleed: 16.5" w x 11" h  
Trim: 16" w x 10.5" h  
Live: 15" w x 9.5" h

### MAGAZINE FULL PAGE

Bleed: 8.5" w x 11" h  
Trim: 8" w x 10.5" h  
Live: 7" w x 9.5" h

### MAGAZINE 1/2 PAGE HORIZONTAL

7" w x 4.25" h

### DIGEST FULL PAGE SPREAD

Bleed: 10.75" w x 8.625" h  
Trim: 10.5" w x 8.375" h  
Live: 9.75" w x 7.625" h

### DIGEST FULL PAGE

Bleed: 5.5" w x 8.625" h  
Trim: 5.25" w x 8.375" h  
Live: 4.5" w x 7.625" h

### DIGEST 1/2 PAGE HORIZONTAL

Trim: 4.5" w x 3.75" h

## ADDITIONAL CHARGES

Position Guarantee	20%
Monthly Copy Change	10%
Advertising Changes	\$100/mo
In-house Ad Design	\$100/hr

## ACCEPTED MATERIALS

Files must be 300 dpi. Accepted file types include CMYK formatted PDF, layered PSD and TIF.

Materials and inquiries should be sent to [sales@ilovelasvegasmagazine.com](mailto:sales@ilovelasvegasmagazine.com). Remember to include your account executive on all emailed materials.

**Contact 407-351-3351 extension 116 for any questions.**

[www.ilovelasvegasmagazine.com](http://www.ilovelasvegasmagazine.com)