

# BetterInvesting Magazine Advertising Rates

Color Rates	Frequency Discounts				
	1 Time	2 Times	3 Times	6 Times	10 Times
Full page	\$4,000	\$3,880	\$3,640	\$3,420	\$3,200
2/3 page	\$3,170	\$3,075	\$2,890	\$2,710	\$2,540
1/2 page	\$2,660	\$2,580	\$2,425	\$2,275	\$2,130
1/3 page	\$1,880	\$1,830	\$1,710	\$1,600	\$1,500
1/8 page	\$940	\$910	\$860	\$800	\$750
2nd cover	\$5,000	\$4,850	\$4,750	\$4,450	\$4,250
3rd cover	\$4,400	\$4,268	\$4,180	\$3,916	\$3,740
4th cover	\$5,400	\$5,238	\$5,130	\$4,806	\$4,590

- Ads will appear in all three editions (print, online, app).
- All advertising must comply with and meet criteria set within, NAIC/BetterInvesting Sponsorship and Advertising Policy.
- All rates are net of agency discount.
- Two-page spreads are charged at individual rates and count as two units for purposes of determining frequency.
- Corporate partners only: additional 10% discount.
- No bleed charge.

## To advertise in BetterInvesting Magazine:

Reach out to Ken Zak

(248) 654-3051 | kenz@betterinvesting.org

Note: Advertising rates are reviewed annually.

