

THE LICENSING BOOK[®]

BUILDING BUSINESS THROUGH PARTNERSHIPS

2015 Licensing Book Rate Package:

FULL PAGE, 4-COLOR:

Specs

1x placement	\$7240	9.125 x 11 (Full Bleed)
2x placement	\$6500	8 x 9.75 (No Bleed)
4x placement	\$5800	

1/2 PAGE, 4-COLOR:

Specs

1x placement	\$5500	8 x 4.875 (1/2 Horizontal No Bleed)
2x placement	\$5100	9.25 x 5.5 (1/2 Horizontal Bleed)
4x placement	\$4650	4.625 x 11 (1/2 Vertical Bleed)

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Specs

1x placement	\$4125	3.25 x 11 (1/3 Vertical Bleed)
2x placement	\$3825	
4x placement	\$3475	

1/4 PAGE, 4-COLOR:

Specs

1x placement	\$3750	3.5 x 5.5 (1/4 Horizontal No Bleed)
2x placement	\$3500	
4x placement	\$3250	