

# 2014-15 OPEN RATES

**ODYSSEY**  
NEWSMAGAZINE

**ODYSSEY**  
ONLINE

Quarter-page	\$80/issue
Half-page	\$100/issue
Full page	\$185/issue
Half-page insert*	\$90/issue
Full page insert*	\$160/issue
Inside front cover**	\$225/issue
Back cover**	\$210/issue

468 x 60 bottom	\$60/issue
250 x 250 sidebar	\$75/issue
120 x 120 sidebar	\$80/issue
250 x 300+ sidebar	\$90/issue
468 x 60 top	\$125/issue

\*A minimum of 500 inserts must be printed and provided by the business in order to advertise.

\*\*These ads are color by default. The fee for a color ad is included at a discounted price.

## ADDITIONAL CHARGES

### CREATION

Have an ODYSSEY designer create your advertisement for you: \$20. This is a one-time fee, unless you wish to have a different advertisement created at a later date.

### COLOR

Advertise in our magazine in color: \$20. Advertising in color can help ensure that it grabs the readers' attention.

## ADDITIONAL CHARGES

### CREATION

Have an ODYSSEY designer create your advertisement for you: \$20. This is a one-time fee, unless you wish to have a different advertisement created at a later date.

### PRIME POSITION

Ensure your advertisement a prime position on our website: \$10. This will place your sidebar advertisement above all other advertisements.

# CONTRACTED RATES

Advertisers who purchase three issues, consecutive or non-consecutive, will receive a 25-percent discount off of the entire purchase price.

# DISTRIBUTION DATES

October 1: Back to school

November 10: Homecoming

December 20: Fall sports and winter holidays