

# 2025 RATE CARD



**WINGED M**

MULTNOMAH ATHLETIC CLUB

*The Winged M*, a monthly magazine for members of Multnomah Athletic Club (MAC), reaches 20,000+ readers. *The Winged M* is a four-color monthly magazine printed on 70-pound gloss stock and highlights athletic and social news of the club. The majority of MAC members are located in the Portland metropolitan area. *The Winged M* is mailed directly to their homes and businesses by the first of every month.

To view *The Winged M* digital edition visit [themac.com](http://themac.com)

## 2025 NET RATES

Prices listed below are per insertion.  
Rates subject to change without notice.

### SIZE

Frequency	OPEN	3x	6x	12x
Full	\$2,812	\$2,106	\$1,828	\$1,407
Two Third	\$2,542	\$1,906	\$1,652	\$1,398
Half	\$1,836	\$1,377	\$1,193	\$1,012
One Third	\$1,654	\$1,242	\$1,075	\$913
One Sixth	\$1,247	\$936	\$811	\$685

### PREMIUM POSITIONS

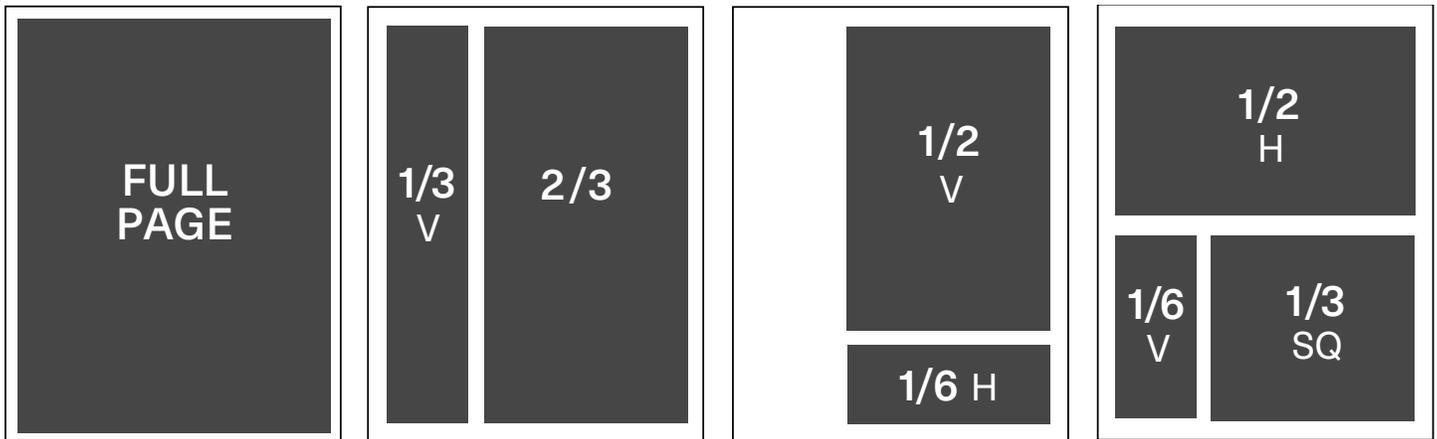
Frequency	OPEN	3x	6x	12x
Back	\$5,022	\$3,766	\$3,263	\$2,762
Inside Front	\$3,810	\$2,857	\$2,485	\$2,106
Inside Back	\$3,581	\$2,686	\$2,328	\$1,970
Presidents	\$3,262	\$2,447	\$2,122	\$1,793
Preferred	15%	15%	15%	15%

For more information on reserving space and terms and condition, contact [advertising@themac.com](mailto:advertising@themac.com).

## 2025 DEADLINES

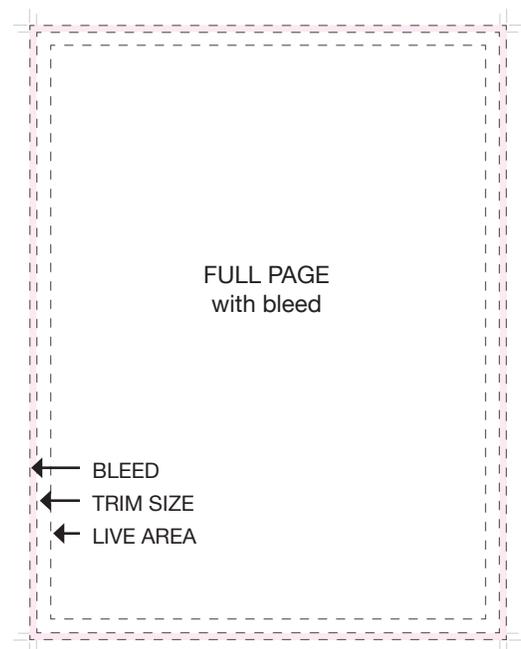
ISSUE	SPACE RESERVATION	AD MATERIALS
January	Nov. 1, 2024	Dec. 5, 2024
February	Dec. 6, 2024	Jan. 2
March	Jan. 3	Feb. 6
April	Feb. 7	March 6
May	March 7	April 3
June	April 4	May 1
July	May 2	June 5
August	June 6	July 3
September	July 3	Aug. 1
October	Aug. 1	Sept. 4
November	Sept. 5	Oct. 2
December	Oct. 3	Nov. 6

# PRINT SPECIFICATIONS



## DISPLAY AD DIMENSIONS

SIZES IN INCHES	WIDTH	HEIGHT
Full Page with bleed	8.625	11.125
Trim size*	8.375	10.875
Live area**	7.875	10.375
Full Page non bleed	7.875	10.375
2/3	4.75	9.625
1/2 H – horizontal	7.5	4.625
1/2 V – vertical	4.75	7.125
1/3 SQ – square	4.75	4.625
1/3 V – vertical	2.25	9.625
1/6 H – horizontal	4.75	2.125
1/6 V – vertical	2.25	4.625



\*Include crop marks at the trim size on bleed ads.  
 \*\*Position text inside the live area on bleed ads.

## DISPLAY AD REQUIREMENTS/ PRINT SPECIFICATIONS

**Format:** PDF or JPEG preferred

**Resolution:** 300 ppi at the correct dimensions

**Color:** process CMYK (cyan, magenta, yellow, black)

**Submissions:** email [advertising@themac.com](mailto:advertising@themac.com)

Ads sent as native illustrator or InDesign files must include all supporting files, linked graphics, and fonts.

If the fonts are not included, they must be outlined.

Ads are not guaranteed for color quality unless accompanied by a press-quality proof.

**MAC does not currently offer creative services for advertising.**

