



2026-2027 ADVERTISING RATES & SPECS

KEEPING THE
PAST FAST

AHRMA MAG: 10 issues per year
every issue digital, four in print

MAGAZINE ADVERTISING

AD SIZE	1 ISS	3 ISS	6 ISS	10 ISS
Spread	\$760	\$2,160	\$3,840	\$6,000
Back Cover	\$600	\$1,725	\$3,050	\$4,800
Inside Cover	\$510	\$1,425	\$2,700	\$4,200
Full Page	\$450	\$1,250	\$2,300	\$3,600
2/3 Page	\$265	\$730	\$1,365	\$2,100
1/2 Page	\$250	\$650	\$1,175	\$1,800
1/3 Page	\$175	\$465	\$820	\$1,200
1/4 Page	\$145	\$375	\$690	\$950
1/8 Page / Hotlink	\$100	\$255	\$390	\$450

BEST VALUE

Commit to a full season: 10 issue packages save up to 55% versus single issue rates.

WEB ADVERTISING (480K+ VISITS A YEAR)

POP UP AD

\$350/mo

600 x 600 px · 3 month max · select web pages only

BANNER AD

\$200/mo

975 x 250 px · High visibility placement

SIDEBAR AD

\$100/mo

300 x 600 px · Presence across the entire site

SUBMISSION

PDF preferred; .eps, .tiff, or .jpg accepted at 300 dpi minimum. Type should be 9 pt or larger. Files without proper bleed will be shrunk to fit the live area. 0.5" gutter on two page spreads.

MAGAZINE SPECS: LIVE, TRIM & BLEED (INCHES)

2-PAGE SPREAD

LIVE: 16.50" x 10.50"
TRIM: 17.00" x 11.00"
BLEED: 17.25" x 11.25"

FULL PAGE

LIVE: 8.00" x 10.50"
TRIM: 8.50" x 11.00"
BLEED: 8.63" x 11.26"

2/3 PAGE HORIZONTAL

LIVE: 8.00" x 7.08"
TRIM: 8.50" x 7.33"
BLEED: 8.63" x 7.46"

1/3 PAGE HORIZONTAL

LIVE: 8.00" x 3.42"
TRIM: 8.50" x 3.67"
BLEED: 8.63" x 3.80"

1/2 PAGE HORIZONTAL

LIVE: 8.00" x 5.25"
TRIM: 8.50" x 5.50"
BLEED: 8.63" x 5.63"

BACK PAGE

LIVE: 8.00" x 8.62"
TRIM: 8.50" x 9.00"
BLEED: 8.63" x 9.00"

2/3 PAGE VERTICAL

LIVE:
5.42" x 10.50"

TRIM:
5.67" x 11.00"

BLEED:
5.67" x 11.26"

1/3 PAGE VERTICAL

LIVE:
2.58" x
10.50"

TRIM:
2.83" x
11.00"

BLEED:
2.85" x
11.26"

1/2 PAGE VERTICAL

LIVE:
4.00" x 10.50"

TRIM:
4.25" x 1.00"

BLEED:
4.27" x 11.26"

1/4 PAGE

3.88" x 5.12"

1/8 PAGE

3.88" x 2.44"

LIVE area: the area in which all content should stay, such as heading, sub-heading, copy, inset photos, contact info, etc.

TRIM size: the actual size of the magazine

BLEED area: the area in which all artwork should extend.

*any final supplied art file without proper bleed will be shrunk to fit in the live area, which will cause what area all around the ad

*on two-page spreads, leave 0.5" gutter for all live material