

# THE LICENSING BOOK®

BUILDING BUSINESS THROUGH PARTNERSHIPS

## 2018 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)     |

### 1/3 PAGE, 4-COLOR:

#### 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 |                                     |