

Rock & Gem

Now in its 45th year of publication, *Rock & Gem* is the only monthly magazine for the rockhounding community. As the preferred publication of the American Federation of Mineralogical Societies, *Rock & Gem* has a national reach that includes more than 600 gem, mineral and lapidary societies. Your ad is a direct link to this organized and loyal readership.



Rates and Requirements for 2017

Effective December 31, 2016

4-Color	1x	6x	12x
Full Page	\$1780	\$1605	\$1475
2/3 Page	1210	1080	965
1/2 Page	925	850	770
1/3 Page	780	695	580
1/4 Page	600	545	490
1/6 Page	420	385	345
Shopper LG	120	105	75
Shopper SM	80	70	50
World Wide Web*	35 (Total)	200 (Total)	360 (Total)
Cover 2	2136	1926	1770
Cover 3	1958	1765	1622
Cover 4	2314	2086	1917
2-Page Spread	2670	2407	2212

* - Prices shown are for the duration and require prepayment for the contract length

Premium Positions:

Add 15% position charge for guaranteed placement. Information about premium positions available upon request.

Cover Date	Space Reservation	Materials Due	Hobby On Sale Date	Newsstand On Sale Date
Feb 2017	12/08/2016	1/01/2017	1/18/2017	1/31/2017
Mar 2017	1/05/2017	1/30/2017	2/15/2017	2/28/2017
Apr 2017	2/02/2017	2/27/2017	3/15/2017	3/28/2017
May 2017	3/02/2017	3/26/2017	4/12/2017	4/25/2017
June 2017	3/30/2017	4/23/2017	5/10/2017	5/23/2017
July 2017	5/04/2017	5/27/2017	6/14/2017	6/27/2017
Aug 2017	6/01/2017	6/24/2017	7/12/2017	7/25/2017
Sept 2017	6/29/2017	7/23/2017	8/09/2017	8/22/2017
Oct 2017	8/03/2017	8/26/2017	9/13/2017	9/26/2017
Nov 2017	8/31/2017	9/24/2017	10/11/2017	10/24/2017
Dec 2017	9/28/2017	10/22/2017	11/08/2017	11/21/2017
Jan 2018	11/02/2017	11/26/2017	12/13/2017	12/26/2017

* Dates/Cover subject to change

Specials:

Rates for inserts available upon request. Shows-to-Know, Business Cards & Classifieds available. Contact your sales representative today!

For the protection of ALL of our customers, we accept only the most reputable advertisers. Please be forewarned that unsettled disputes with buyers can result in revocation of advertising privileges.

For more information, contact Ted Barker today!

Ted Barker • Senior Sales Executive

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