



Advertising Rate Sheet

The Baker Street Journal is published five times a year (Spring, Summer, Autumn, Winter, Christmas Annual) in a 6" X 9" format. Advertising for the BSJ is accepted electronically as a PDF.

AD SIZES AND RATES

Cover Placements

Live: 4 ⁷/₈" x 7 ¹/₂"; Trim: 5 ¹/₄" x 7 ³/₄"

Inside Front Cover Color	\$225
Inside Back Cover Color	\$225
Inside Front Cover B&W	\$200
Inside Back Cover B&W	\$200
Outside Back Cover Color	\$225
Outside Back Cover B&W	\$200

Inside Pages

Full Page \$175

Live: 4 ⁷/₈" x 7 ¹/₂"; Trim: 5 ¹/₄" x 7 ³/₄"

Half Page \$125

Horizontal Only: 4 ⁷/₈" x 3 ³/₄"

Inserts

Separate pages may be supplied at the following rates:

Placed in envelope \$150
with Journal

Deadlines

Spring Issue: March 1

Summer Issue: May 15

Autumn Issue: August 1

Winter Issue: November 1