

■ VALOR EDITORIAL CALENDAR

Issue	Show / Theme	Ad & Materials Deadline
Winter Issue		Feb 2, 2024
Spring Issue		April 12, 2024
APSCON Special	Printed issue for APSCON 2024	June 21, 2024
Summer Issue		June 7, 2024
Fall Issue		Oct 4, 2024

**All shows subject to change.*

For Advertising Inquiries: Call Toll Free 866.834.1114

Associate Publisher **Derek Kast**, derek@mhmpub.com | Classified Advertising Manager **Carla McKay**, carla@mhmpub.com

■ VALOR MAGAZINE DISPLAY SPECS

Ad Zone	Ad Size	Safe Zone (Inner Margin)
Full Page	8.375" w x 10.75" h + 0.125" bleed	7.375" w x 9.75" h
1/2 Page Island	4.75" w x 7" h	4.25" w x 6.5 h
1/2 Page Horizontal	7.25" w x 4.625" h	6.75" w x 4.125 h
1/3 Page Island	4.75" w x 5" h	4.25" w x 4.5 h
1/4 Page Island	4.75" w x 3.75" h	4.25" w x 3.25 h
Double Page Spread	16.75" w x 10.75" h + 0.125" bleed	15.75" w x 9.75" h

■ VALOR MAGAZINE DISPLAY RATES

Ad Zone	1x	2x	4x
Full Page	\$9,567	\$9,089	\$8,022
1/2 Page Island	\$8,045	\$7,643	\$6,746
1/2 Page Horizontal	\$7,275	\$6,911	\$6,100
1/3 Page Island	\$6,168	\$5,859	\$5,170
1/4 Page Island	\$4,511	\$4,285	\$3,782
Double Page Spread	\$13,631	\$12,950	\$11,428

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VALOR DAILY NEWS ADVERTISING

Ad Zone	Ad Size	Rates
P1 (static)	728 x 90 Size in pixels Resolution 72dpi	\$1,401
P2 (static)	728 x 90 Size in pixels Resolution 72dpi	\$1,302
P3-1 (static)	300 x 250 Size in pixels Resolution 72dpi	\$1,243
P3-2 (static)	300 x 250 Size in pixels Resolution 72dpi	\$1,243
P4 (static)	728 x 90 Size in pixels Resolution 72dpi	\$1,130
P5 (static)	728 x 90 Size in pixels Resolution 72dpi	\$982
P6 (static)	728 x 90 Size in pixels Resolution 72dpi	\$876
A (Rotates)	300 x 250 Size in pixels Resolution 72dpi	\$613

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