

The John Liner Review

Rate Card #14

The John Liner Review
is the quarterly review of advanced risk
management strategies. It is circulated to
professionals at the Corporate, Agency,
and Brokerage levels.



Standard Publishing Corporation

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The John Liner Review

Regular subscription price is \$167.00 per year —or \$41.75 per issue.

Black & White Advertising Rates

	1 TIME	4 TIMES
Full Page	\$990	\$880
1/2 Page	550	530

Color Rates (Includes color charge)

Black plus One Color	\$1,100	\$990
4-Color	1,430	1,320

Cover Rates (includes 4-color)

Back Cover	\$1,760	\$1,650
2nd & 3rd Covers	1,540	1,430

Quarterly Issue Dates

Order/Material Closing

Winter–January	December 1
Spring–April	February 1
Summer–July	May 1
Fall–October	August 1

Mechanical Requirements

Type Area	7 1/2" x 10"
Spread with full bleed	17" x 11 1/4"
Bleed size	8 1/2" x 11 1/4"
Spread with gutter bleed only	15 1/4" x 10"
Trim size	8 1/2" x 11"
Horizontal half page size	6 1/2" x 5"

Circulation and Readership

1,850 circulation rate base—\$167.00 per year.

9,320 readership by principals in corporate, agency and brokerage firms in Business, Casualty and Benefits Insurance. Additional distribution at RIMS and other conferences.

- Agency Commission 15% – No cash discount.
- 10% additional charge for special position, bleed, and matched second color.
- Cancellations will not be accepted after closing dates.
- Printing Method: Offset, perfect bound.
- Material: Electronic Files (PDF, InDesign, PageMaker, QuarkXPress, Photoshop, Illustrator). Please submit match print.
- Address advertising copy, insertion orders, and materials before closing date to:

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