

# WMA Illustrated

*Showcasing the Western Hemisphere's rich fighting arts heritage*

## Advertising Rate Card #1

(applies to charter offers only)

Covers (4-color)	1x	2x	4x
Inside front	\$50	\$45	\$40
Inside back	\$45	\$40	\$35
Back	\$45	\$40	\$35

Inside (b/w)	1x	2x	4x
Full page	\$40	\$35	\$30
1/2 page	\$25	\$22	\$20
1/3 page	\$20	\$18	\$16
1/4 page	\$15	\$13	\$12
1/6 page	\$12	\$11	\$10

**Western Martial Arts**

# **WMA Illustrated**

*Showcasing the Western Hemisphere's rich fighting arts heritage*

## **Advertising Rate Card #1a**

(effective after premiere issue closes)

<b>Covers (4-color)</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
Inside front	\$60	\$55	\$48
Inside back	\$55	\$48	\$42
Back	\$55	\$48	\$42

<b>Inside (b/w)</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
Full page	\$45	\$40	\$35
1/2 page	\$30	\$25	\$21
1/3 page	\$25	\$22	\$19
1/4 page	\$18	\$16	\$14
1/6 page	\$16	\$14	\$12