

labor

economics

environment

civil liberties

media criticism

social justice

international

healthcare

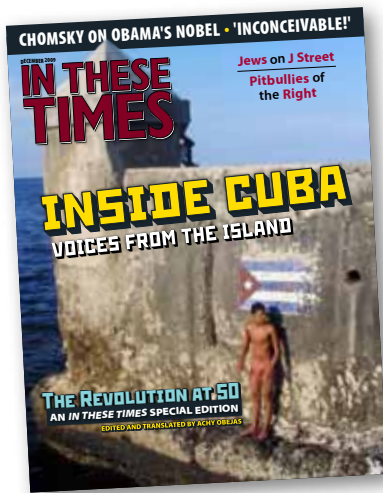
technology

*In These Times* is a national monthly magazine of **news**, **opinion and culture** published in Chicago. Since 1976, *In These Times* has informed and analyzed **movements** for social, environmental and economic **justice**.

Progressive readers turn to *In These Times* for trenchant **reporting**, dynamic **opinions**, political humor and incisive **reviews** of books, music and film.

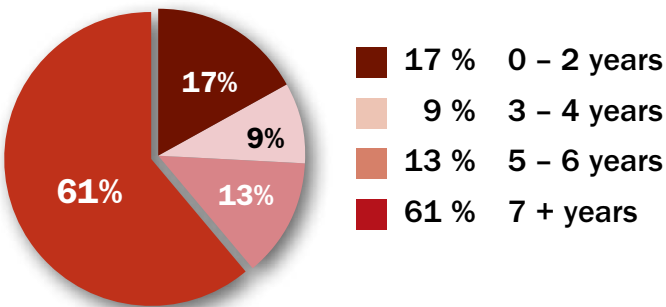
**IN THESE TIMES**  
progressive without apology



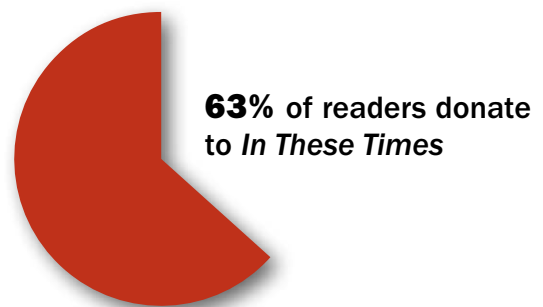


The readers of *In These Times* are loyal to the magazine, civically engaged and willing to stand up for what they believe in. They are well-read, highly educated and active in their communities. One *In These Times* subscriber said, **“If I want to introduce a friend to the progressive movement today, I give them *In These Times*. It’s the best introduction available.”**

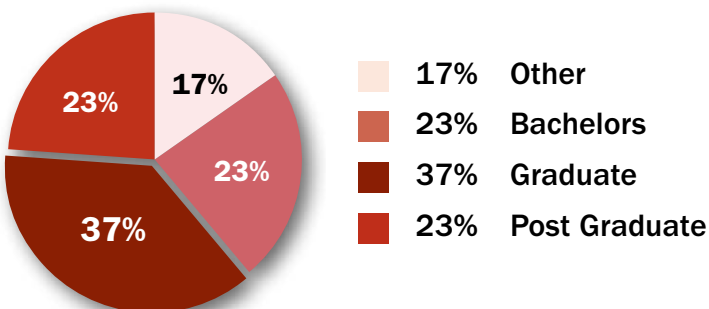
## LOYALTY



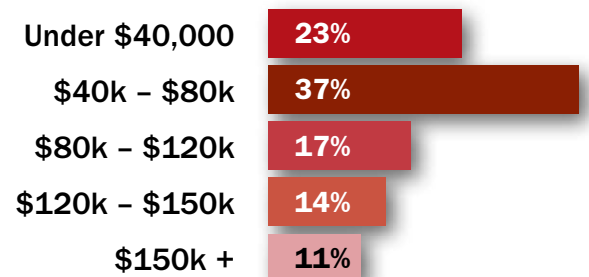
## ACTIVE READERS



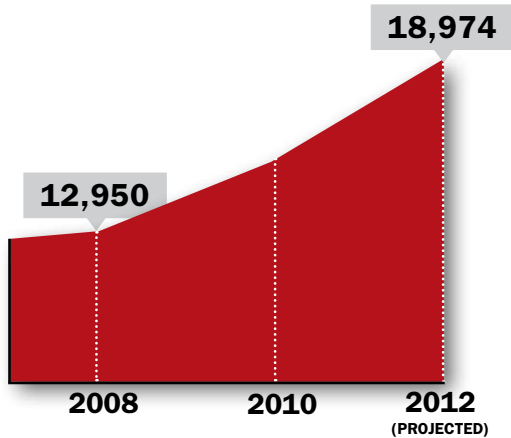
## EDUCATION



## INCOME



## CIRCULATION



## BOOK-BUYING HABITS

Purchased 0 to 11 books

60%

Purchased 12 to 24 books

22%

Purchased 25+ books

17%

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**MORE THAN 1/3** of our readers have purchased a book advertised in *In These Times*.

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Our website is one of the most popular progressive news magazines on the web, averaging 225,000 visits per month. Our unwavering commitment to independent journalism for 35 years has earned *In These Times* a devoted following of readers. Advertisers have the opportunity to reach a motivated, intelligent audience of readers.

### BANNERS

Leaderboard (728 x 90)

Wide skyscraper (160 x 600)

Medium rectangle (300 x 250)

**Price:** \$8 CPM (cost per 1,000 impressions)

Minimum order for banners: 10,000 impressions.

Ads are available on all our high-traffic pages.

We accept ads in any common format (such as Flash, JPG, GIF). We are happy to provide free consulting for advertisers looking to stand out or polish their message.

### REPORTING

All advertisers with InTheseTimes.com will have access to real-time metrics on click-through rates, total impressions, and current inventory.

### E-NEWSLETTER

We send an eNewsletter to approximately 12,000 subscribers every week. We offer plain text and/or graphic ad space in each newsletter. It is a great way to connect with a very targeted, motivated audience.

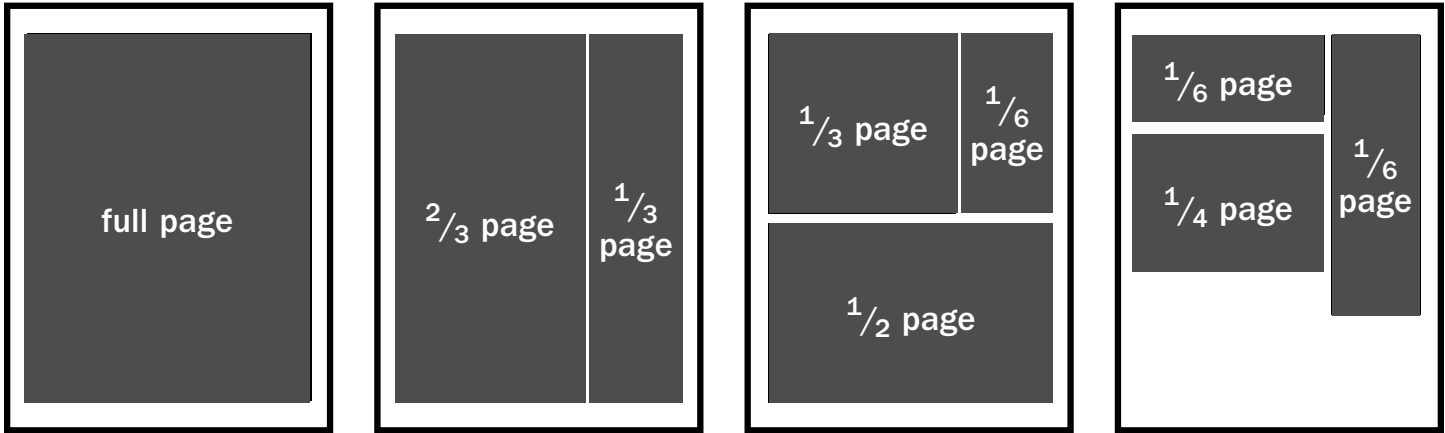
**Price:** \$75 per plain text ad, per e-newsletter. \$150 per full-color banner ad, per e-newsletter. E-newsletter banner ads are available in standard leaderboard, skyscraper and medium rectangle sizes. Banners should be e-mailed in JPG, TIFF, PNG or EPS formats.

### SITE SPONSORSHIPS

Enjoy exclusive run-of-site ads on InTheseTimes.com.

**Price:** \$1,750/week, \$5,500/month

# RATES + SIZES



FOUR-COLOR	DIMENSIONS	1x	3x	6x
<b>Inside Cover</b>	8.375" x 10.875"	\$1250	\$1060	\$937
<b>Back Cover</b>	— —	\$1450	\$1230	\$1085
<b>Full Page</b>	— —	\$1000	\$850	\$725
(Live Area For Full Page)	7.125" x 9.25"			
<b>2/3 Page Vertical</b>	4.75" x 9.25"	\$800	\$720	\$648
<b>1/2 Page Horizontal</b>	7.125" x 4.5"	\$600	\$540	\$486
<b>1/3 Page Vertical</b>	2.25" x 9.25"	\$450	\$405	\$365
<b>1/3 Page Horizontal</b>	4.75" x 4.5"	—	—	—
<b>1/4 Page Vertical</b>	2.25" x 7"	\$375	\$338	\$304
<b>1/4 Page Horizontal</b>	4.75" x 3.5"	—	—	—
<b>1/6 Page Vertical</b>	2.25" x 4.5"	\$275	\$225	\$203
<b>1/6 Page Horizontal</b>	4.75" x 2"	—	—	—

## PRODUCTION + DELIVERY

- For bleeds, maintain a 0.375" safety margin.
- Final trim size is 8.125" x 10.625" (48p9 x 63p9).
- Printed on 50# offset from a web press.
- Binding method is saddle stitch.
- Please send hi-res art to: art@inthesetimes.com.
- Submit ONLY hi-resolution: TIFF, PDF, JPG or EPS files.
- Fonts and graphics MUST be embedded in file.
- Additional production requirements are subject to additional charges.

**CONTACT** Dan Dineen at (773) 772-0100 x225, or dan@inthesetimes.com.

## COPY + CONTRACT REGULATIONS

- 1 All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof.
- 2 In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements.
- 4 The publisher is not responsible for errors in copy submitted by advertiser or its agency.