

2024 LIVING BIRD AD RATES					
Ad	Ad Size (inches) width x height	1X	2X	3X	4X
		Net rates include 15% discount for print-ready ads.*			
COLOR AD RATES					
Inside Front Cover	8.5 x 11 trim	\$4,549 \$3,866.65 net	\$4,321 \$3,672.85 net	\$4,102 \$3,486.70 net	\$3,900 \$3,315.00 net
	9 x 11.5 bleed	\$4,313 3,666.05 net	\$4,096 \$3,481.60 net	\$3,894 \$3,309.90 net	\$3,698 \$3,143.30 net
Inside Back Cover	8 x 10.5 live matter	\$3,922 \$3,333.70 net	\$3,724 \$3,165.40 net	\$3,542 \$3,010.70 net	\$3,358 \$2,854.30 net
Full page					
2-page spread	17.5 x 11.5 bleed	\$6,830 \$5,805.50 net	\$6,486 \$5,513.10 net	\$6,161 \$5,236.85 net	\$5,856 \$4,977.60 net
1/2-page spread	17.5 x 5.75 bleed	\$4,077 \$3,465.45 net	\$3,872 \$3,291.20 net	\$3,682 \$3,129.70 net	\$3,501 \$2,975.85 net
2/3 page	4.63 w x 9.5 h vertical	\$2,931 \$2,491.35 net	\$2,791 \$2,372.35 net	\$2,648 \$2,250.80 net	\$2,511 \$2,134.35 net
1/2 page	7.06 w x 4.63 h horizontal	\$2,228 \$1,893.80 net	\$2,126 \$1,807.10 net	\$2,024 \$1,720.40 net	\$1,923 \$1,634.55 net
1/3 page	2.19 x 9.5 vertical 4.63 x 4.63 square	\$1,565 \$1,330.25 net	\$1,483 \$1,260.55 net	\$1,408 \$1,196.80 net	\$1,341 \$1,139.85 net
1/6 page	2.19 x 4.63 vertical	\$855 \$726.75 net	\$813 \$691.05 net	\$772 \$656.20 net	\$731 \$621.35 net
BLACK-AND-WHITE AD RATES					
1/2 page	7.06 x 4.63 horizontal	\$1,325 \$1,126.25 net	\$1,262 \$1,072.70 net	\$1,194 \$1,014.90 net	\$1,136 \$965.60 net
1/3 page	2.19 x 9.5 vertical 4.63x4.63 square	\$964 \$819.40 net	\$920 \$782.00 net	\$871 \$740.35 net	\$826 \$702.10 net
1/6 page	2.19 x 4.63 vertical	\$556 \$472.60 net	\$529 \$449.65 net	\$500 \$425.00 net	\$477 \$405.45 net

*Ad agencies and advertisers who submit print-ready ads (hi-res PDFs) can deduct 15% (net rate). Rates are based on the number of ads per year (1, 2, 3, or 4 ads per year), which do not need to be in consecutive issues.

2024 LIVING BIRD Closing Dates			
2024 Issue	Space Closing Date*	Ad Due	Mail Date†
Winter	10/16/23	11/1/23	1/10/24
Spring	1/15/24	2/1/24	3/25/24
Summer	4/15/24	5/1/24	6/25/24
Autumn	7/15/24	8/1/24	9/25/24

*For space and ad extensions, contact the [Advertising Manager](#). Some issues are closed before the space reservation due date. Reserve early, if possible. No cancellations after closing date.
†Mail dates are approximate.

PRINT AD SPECIFICATIONS

Color and images: Use high-resolution images. Digital photos and scans should be 300 ppi (pixels per inch) for 150 dpi (dots per inch) offset printing on coated stock. Scan photographs at 300 ppi and line art at 1200 ppi. All photos, art, text, and screens are CMYK.

Ad files: High-resolution pdf files appropriate for offset printing are required. When exporting pdfs from InDesign, use the “High Quality Print” or “Press Quality” setting. All images and fonts in the ad must be embedded (not linked) and in CMYK (not RGB) format.

Crop marks: Please do not use crop marks for partial page ads. Use crop marks for bleeds.

Proofs: If colors are critical, a matchprint is required. Cornell Lab is not responsible for errors in color and text unless a proof is provided.

Ad submissions: Submit ads to Advertising Manager electronically: SVL22@cornell.edu.