

**2021
 Advertising Rates**

Circulation ca. 800 worldwide

4 issues per year, 28 pages each, 8.5 x 11 inches. Cover in color-only, inside b/w.

SAG is a free benefit for members of the Swenson Swedish Immigration Research Center

Select	Location (subject to availability)	Ad size	Dimensions	For 2021
	Outside Back Cover, glossy (Color only)	Full page	7.25" x 9.50"	\$350.00
	Inside Front Cover (Color only)	Full page	7.25" x 9.50"	\$300.00
	Inside Front Cover (Color only)	Half page	7.25" x 4.75"	\$200.00
	Inside Front Cover (Color only)	Quarter page	3.50" x 4.75"	\$125.00
	Inside Back Cover (Color only)	Full page	7.25" x 9.50"	\$300.00
	Inside Back Cover (Color only)	Half page	7.25" x 4.75"	\$200.00
	Inside Back Cover (Color only)	Quarter page	3.50" x 4.75"	\$125.00
	Opposite Inside Back Cover (b/w only)	Full page	7.25" x 9.50"	\$250.00
	Opposite Inside Back Cover (b/w only)	Half page	7.25" x 4.75"	\$175.00
	Opposite Inside Back Cover (b/w only)	Quarter page	3.50" x 4.75"	\$100.00
	Center Fold (b/w only)	Full page	7.25" x 9.50"	\$250.00
	Center Fold (b/w only)	Half page	7.25" x 4.75"	\$175.00
	Center Fold (b/w only)	Quarter page	3.50" x 4.75"	\$100.00
	Inside pages (b/w only)	Full page	7.25" x 9.50"	\$200.00
	Inside pages (b/w only)	Half page	7.25" x 4.75"	\$125.00
	Inside pages (b/w only)	Quarter page	3.50" x 4.75"	\$90.00

Send files in Adobe PDF (Print), TIFF, or BMP file format jillseaholm@augustana.edu

Quantity discounts:

The same ad for 1 full year (4 consecutive issues) ordered all together, 20% discount

The same ad for 6 months (2 consecutive issues) ordered together, 10% discount

Invoicing

Invoicing will be done after publication.

When ordering several ads in a row, invoicing will be after the first publication.

***SAG* reserves the right to refuse any advertisement.**

Swedish American Genealogist publisher offices:

Swenson Center, Augustana College, 639 38th St, Rock Island IL 61201-2296.

phone 309 794 7204, email jillseaholm@augustana.edu

Nov. 2020