

United Daughters of the Confederacy®
UDC Magazine Advertising Rates
Effective September 1, 2021

All checks are to be made payable to Treasurer General UDC and sent as instructed to the *UDC Business Office*. All ads are to be sent with submission form electronically to the Magazine Coordinator at magazine@hqudc.org. **Rates listed below are B&W unless noted as highlighted.**

| Size | Dimension (h x w) | Business Rate | UDC Member Rate |
|-------------------------------------|---------------------|-------------------|-------------------|
| Single-column inch | 1" H x 2 1/3" W | \$55.00 | \$44.00 |
| Double-column inch | 1/2" H x 4 5/6" W | \$60.00 | \$48.00 |
| 2 inch | 2" H x 2 1/3" W | \$70.00 | \$56.00 |
| 3 inch | 3" H x 2 1/3" W | \$90.00 | \$72.00 |
| 4 inch | 4" H x 2 1/3" W | \$110.00 | \$88.00 |
| 1/6 page vertical | 4 5/6" H x 2 1/3" W | \$125.00 | \$100.00 |
| 1/6 page horizontal | 2 1/3" H x 4 5/6" W | \$125.00 | \$100.00 |
| 1/3 page square | 4 5/6" H x 4 5/6" W | \$220.00 | \$176.00 |
| 1/3 page vertical | 9 2/3" H x 2 1/3" W | 220.00 | \$176.00 |
| 1/3 page horizontal | 3 1/6" H x 7 1/2" W | \$220.00 | \$176.00 |
| 1/2 page vertical | 7" H x 4 5/6" W | \$300.00 | \$240.00 |
| 1/2 page horizontal | 4 5/6" H x 7 1/2" W | \$300.00 | \$240.00 |
| 1/2 page vertical - color | 7" H x 4 5/6" W | \$450.00 | \$375.00 |
| 1/2 page horizontal - color | 4 5/6" H x 7 1/2" W | \$450.00 | \$375.00 |
| 2/3 page vertical | 9 2/3" H x 4 5/6" W | \$375.00 | \$300.00 |
| 2/3 page horizontal | 7" H x 7 1/2" W | \$375.00 | \$300.00 |
| Full page – B&W | Entire page | \$525.00 | \$420.00 |
| Full page – color ** | Entire page | \$640.00 | \$510.00 |
| Centerfold (2 pgs) – B&W ** | Both entire pages | \$1,175.00 | \$940.00 |
| Centerfold (2 pages) – color ** | Both entire pages | \$1,400.00 | \$1,120.00 |
| Inside front cover – B&W ** | Entire page | \$550.00 | \$440.00 |
| Inside front cover – color ** | Entire page | \$665.00 | \$530.00 |
| Inside back cover – B&W ** | Entire page | \$550.00 | \$440.00 |
| Inside back cover – color ** | Entire page | \$665.00 | \$530.00 |
| Back cover – B&W ** | Entire page | \$565.00 | \$450.00 |
| Back cover – color ** | Entire page | \$675.00 | \$540.00 |
| Photo, Logo, or graphic – per image | | \$5.00 each image | \$5.00 each image |

****/** Check with Magazine Coordinator for availability**