



Հայրենիք

HAIRENIK ASSOCIATION

Address: 80 Bigelow Ave, Watertown, MA 02472

Phone: (617) 926-3685, Fax: (617) 926-5525

Email: ads@hairenik.com, Website: hairenik.com

ADVERTISING RATES 2022

PAPER AD PRICE (\$)												
# Of Runs	1/16 Page		1/8 Page		1/4 Page		1/2 Page		Full Page		Back Page	Frequency Discount
	B&W	Color	B&W	Color	B&W	Color	B&W	Color	B&W	Color		
1	60	75	85	130	140	185	265	340	500	650	750	N/A
2	100	130	140	220	240	310	450	580	850	1,110	1,280	15%
3	150	190	220	330	360	470	680	870	1,280	1,660	1,910	15%
4	200	260	290	440	480	630	900	1,160	1,700	2,210	2,550	15%
5	230	280	320	490	530	690	990	1,280	1,880	2,440	2,810	25%
6	270	340	380	590	630	830	1,190	1,530	2,250	2,930	3,380	25%
7	320	390	450	680	740	970	1,390	1,790	2,630	3,410	3,940	25%
8	360	450	510	780	840	1,110	1,590	2,040	3,000	3,900	4,500	25%
9	410	510	570	880	950	1,250	1,790	2,300	3,380	4,390	5,060	25%
10	420	530	600	910	980	1,300	1,860	2,380	3,500	4,550	5,250	30%
11	460	580	650	1,000	1,080	1,420	2,040	2,620	3,850	5,010	5,780	30%
12	500	630	710	1,090	1,180	1,550	2,230	2,860	4,200	5,460	6,300	30%
15	630	790	890	1,370	1,470	1,940	2,780	3,570	5,250	6,830	7,880	30%
20	840	1,050	1,190	1,820	1,960	2,590	3,710	4,760	7,000	9,100	10,500	30%
25	900	1,130	1,280	1,950	2,100	2,780	3,980	5,100	7,500	9,750	11,250	40%
35	1,260	1,580	1,790	2,730	2,940	3,890	5,570	7,140	10,500	13,650	15,750	40%
52	1,560	1,950	2,210	3,380	3,640	4,810	6,890	8,840	13,000	16,900	19,500	50%

On Line		
Top Banner	728 x 90 pixels	\$350/month + \$40 one time set up fee
Box Size	300 x 250 pixels	\$300/month + \$40 one time set up fee
Bottom Banners	468 x 60 pixels	\$250/month + \$40 one time set up fee

Email ads to ads@hairenik.com

www.hairenik.com

(617) 926-3974



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Advertising Specifications

Print Advertising		
Standard Sizes for non-bleed	Width	Depth
Back Page (Color)	9 3/4"	15 1/2"
Full Page	9 3/4"	15 1/2"
1/2 Page (Horizontal)	9 3/4"	7 3/4"
1/2 Page (Vertical)	4 7/8"	15 1/2"
1/4 Page	4 7/8"	7 3/4"
1/8 Page	4 7/8"	3 7/8"
1/16 Page	2 1/2"	3 7/8"

Online Advertising		
Ad Type	Width	Height
Top Banner	728 pixels	90 pixels
Middle Banner	468 pixels	60 pixels
Sidebar	300 pixels	25 pixels

Please contact us at ads@hairenik.com with any advertising related questions