



Mid South Advertising Rates

General Rates

Magazines are published 4 times a year

Size	1x	2x	3x	4x
2 page spread	22,546	21,418	20,291	19,163
Full page	13,666	12,982	12,299	11,613
1/2 page	8,880	8,433	7,989	7,548
1/2 page island	9,758	9,272	8,752	8,263
1/3 page	7,239	6,879	6,513	6,150
1/4 page	6,147	5,837	5,531	5,222
Back cover	+30%			
Inside front cover	+20%			
Inside back cover	+15%			
Opposite table of contents	+15%			

Distribution

Louisiana	29,181
Mississippi	15,515
New Mexico	9,500
Texas	40,300



Covers 99% of the excavators in Louisiana, Mississippi, New Mexico and Texas

Additional distribution of 3,772 across the Mid South