

CU2C2 Group Advertising in the UU World – One Year Trial Offer Starts with Summer 2007 Issue

UU World Ad
1/9 page (vert.)
2 3/16" w x 3 3/8" h
Regular Rate NA
Affiliate Rate NA
CU2C2 Group Rate \$230

ONE FREE AT
\$650 DUES LEVEL

ALL FREE ADS ARE
PROPOSED STARTING
SPRING 2008 ISSUE

UU World Ad
1/12 page (square)
2 3/16" w x 2 3/16" h
Regular Rate \$906 / \$797
Affiliate Rate \$216
CU2C2 Group Rate \$150

ONE FREE AT
\$450 DUES LEVEL

UU World Ad
1/24 page (hort.)
2 3/16" w x 1" h

UU World
1/6 page (vert.)
2 3/16" w x 4 5/8" h
Regular Rate \$1258 / \$1107
Affiliate Rate \$330
CU2C2 Group Rate \$270

ONE FREE AT
\$250 DUES LEVEL

Regular Rate NA
Affiliate Rate NA
CU2C2 Group Rate \$100

UU World Ad
1/3 page (square)
4 5/8" w x 4 5/8" h
Regular Rates \$2264 / \$1993
Affiliate Rate \$559
CU2C2 Group Rate \$500

CU2C2 Group Rate Deadlines

Issue	CU2C2 Deadline	Approx. Mailing Date
Spring 2007	N/A	February 15, 2007
Summer 2007	March 1, 2007	May 15, 2007
Fall 2007	June 1, 2007	August 15, 2007
Winter 2007	August 1, 2007	November 1, 2007
Spring 2008	December 1, 2007	February 15, 2008

Circulation: 123,000

UU World publication size is 8 1/8" w x 10 1/2" h.

UU World
1/2 page (horiz.)
7 1/8" w x 4 5/8" h
Regular Rate \$3019 / \$2657
Affiliate Rate \$858
CU2C2 Group Rate \$800

UU World
2/3 page (vert.)
4 5/8" w x 9 1/2" h
Regular Rate \$3774 / \$3321
Affiliate Rate \$981
CU2C2 Group Rate \$900

To participate, please contact
cu2c2@swimuu.org

Ads must be reserved, submitted, and prepaid to CU2C2 at least two weeks before regular UU World deadline. CU2C2 will reserve larger blocks and pass the savings on to you. Group rates are subject to affiliate rate changes.

Although every effort will be made to fill advertising blocks before deadline, CU2C2 may rescind group rate and offer affiliate rate for a given issue if ads are insufficient.