

THE OFFICIAL GUIDE TO

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**IML** / **IMBB**  
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ISSUE DATE:

**WED., MAY 13, 2020**

SPACE/PAYMENT DEADLINE:

**WED., APRIL 29, 2020**

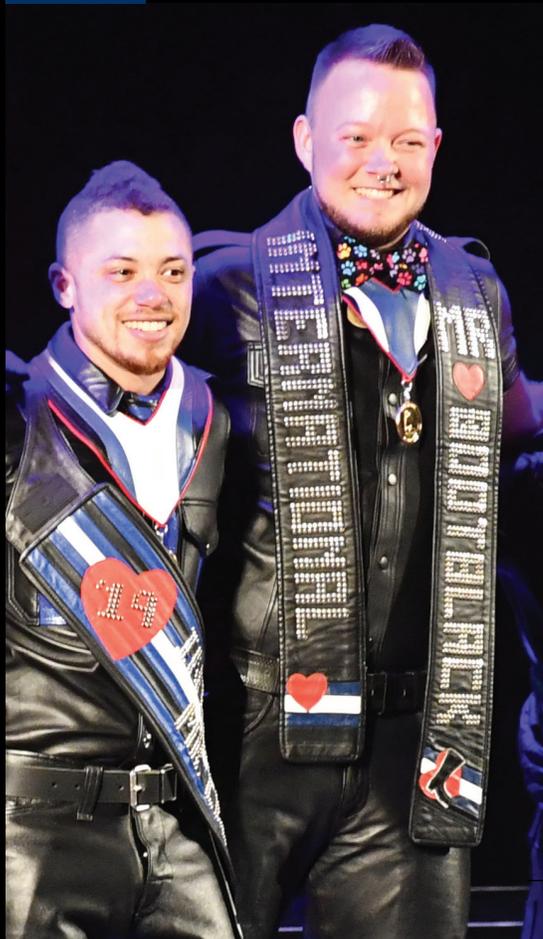
ART DEADLINE:

**MON., MAY 4, 2020**

- 18,000 copies (14,000 copies at IML, plus print run distributed all over Chicago)
- Downloadable PDF from our website
- Minimum 64 pages, full color
- Includes schedule of events, list of all vendors, judges' profiles, and everything all attendees will want to know about the weekend

a product of

**WINDY CITY TIMES**



*International Mr. Leather 2019 Jack Thompson (left) and International Mr. Bootblack 2019 Krizly De Hond. Joseph Stevens Photography*

## ADVERTISING RATES\*

\$1550	Center spread (11.25" x 8.75")**
\$1250	Premium: Back cover (5.75" x 8.75")**
\$1050	Premium: (5.75" x 8.75")**
\$825	Full page (5.75" x 8.75")**
\$500	1/2 (5" x 4" h or 2.5" x 8" v)
\$275	1/4 (2.5" x 4" v or 5" x 2" h)

**In addition, all IML vendors will receive a discount of 20% from these rates.**

All ads should be CMYK color, 300 dpi or better. High-res PDF preferred.

\* All rates are pre-pay ONLY. Full payment for advertising must be received by no later than the space deadline of Wed., April 29, 2020, in order to secure placement in the guide.

\*\* Center-spread and full-page sizes as quotes are bleed dimensions. Center spread live area: 10.5" x 8". Full page live area: 5" x 8". Ask your sales rep for more info.

**Contact Kirk Williamson today!**

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