

Rate Card

ontheOuts™

Tools and articles for a positive mindset and life after incarceration



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Circulation

Vol. 1, No. 0 (Preview issue): 1,000

The preview issue will be distributed to readers, as well as potential advertisers and distribution partners.

Vol. 1, No. 1 (Sept, 2018): 10,000

Vol. 2, No. 1 (Jan, 2019): (proj.) 20,000*

We project a circulation of 20,000+ by Q1, 2019, and will adjust our advertising rates accordingly.

Demographics

Race: Hispanic 43.3%, Black 28.4%, White 21.5%, Others* 6.8%

Age: 18-24 25-29 30-39 40-49 50-59 60+
10.3% 16.0% 29.8% 21.1% 15.3% 7.2%

Gender: Male 95.5%, Female 4.5%

Average Age: Male 38.1, Female 39.4

Based on California sentenced state prisoner demographics (source: CDCR)

Ad Rates - Issues #0 & #1

Page size: 11x17 (5 columns)

Full Page	\$750
1/2-Page Back Cover	\$600
1/2-Page	\$450
1/4-Page	\$250
1/8-Page	\$150

