



Rate Card #6
Effective September 2017

Space	1x	3x	6x	12x	24x
Full Page	\$28,600	\$27,170	\$25,812	\$24,521	\$23,295
2/3 Page	\$22,880	\$21,736	\$20,649	\$19,616	\$18,636
½ Page	\$18,590	\$17,661	\$16,777	\$15,939	\$15,142
1/3 Page	\$14,300	\$13,585	\$12,906	\$12,261	\$11,648
Cover 2	\$31,460	\$29,887	\$28,393	\$26,973	\$25,625
Cover 3	\$31,460	\$29,887	\$28,393	\$26,973	\$25,625
Back Cover	\$34,320	\$32,604	\$30,974	\$29,425	\$27,954

- All advertisements placed will appear in both the print and all digital editions of Walmart GameCenter Magazine. Advertisers must provide creative for both the print and digital editions.
- Advertisements cannot be cancelled once the space closing date has passed.
- Walmart has final approval on all advertising creative appearing in the magazine.

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