

# PRINT ADVERTISING RATES

## 4-color Display Rate Card 17 (Effective February 2010 Issue)

Ad Sizes	13x	12x	6x	4x	1x
Full	\$5,670	\$5,960	\$6,470	\$6,980	\$7,270
3/4 (Jr. Full)	NA	\$4,990	\$5,510	\$5,940	\$6,190
1/2	\$3,660	\$3,850	\$4,170	\$4,500	\$4,690
3/8	NA	\$3,400	\$3,690	\$3,980	\$4,150
1/4 V	NA	\$3,370	\$3,660	\$3,950	\$4,110
1/4 Sq	NA	\$2,990	\$3,320	\$3,580	\$3,730
1/8	NA	\$1,900	\$2,060	\$2,230	\$2,320
1/8 Spotlight Ads*	NA	\$990	\$1,100	\$1,190	\$1,240

\* 1/8 page Spotlight Ads are horizontal and may be stacked. Section placement is not guaranteed. For black and white ads, subtract \$600 from 4-color rate for all sizes except 1/8 page Spotlight Ads.



## Premium Positions

Back Cover \$7,150

Inside Front or Inside Back Cover \$6,850

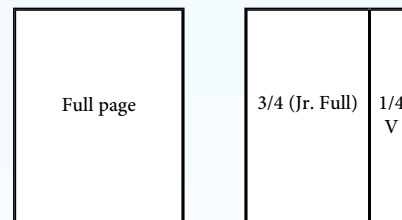
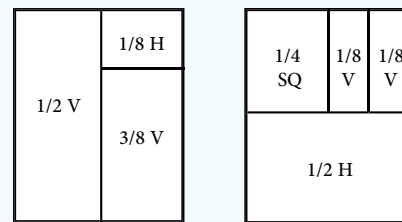
Other premium positions Add 10% to 12x rate

All premium positions are sold on a 12x basis and require 4-color materials.

## Ad Dimensions & Configurations

Unit	Wide	Deep
Spread	19"	x 10 3/4"
Full Page	9"	x 10 3/4"
3/4 Page (Jr. Full)	7"	x 10 3/4"
1/2 Horizontal	9"	x 4 7/8"
1/2 Vertical	4 9/16"	x 10 3/4"
3/8 Vertical	4 9/16"	x 7 7/8"
1/4 Vertical	2 1/8"	x 10 3/4"
1/4 Square	4 9/16"	x 5 1/4"
1/8 Horizontal	4 9/16"	x 2 5/8"
1/8 Vertical	2 1/8"	x 5 1/4"
Bleed:		
Full page*	10 1/4"	x 12 1/4"
Spread*	20 1/4"	x 12 1/4"

\*See bleed specifications



## Insert Rates

	Stitched	Tipped
2 pages	\$4,600	\$6,100
Business reply card	\$1,500	\$2,100

40,000 inserts minimum for a full run, which allows for 3% spoilage.

Production and printing not included in insert rates. Other insert sizes, prices, specifications, and availability furnished upon request. Business reply cards must accompany a 1/2 or full page advertisement. All inserts subject to pre-approval by production manager.