

# Black & White Rates

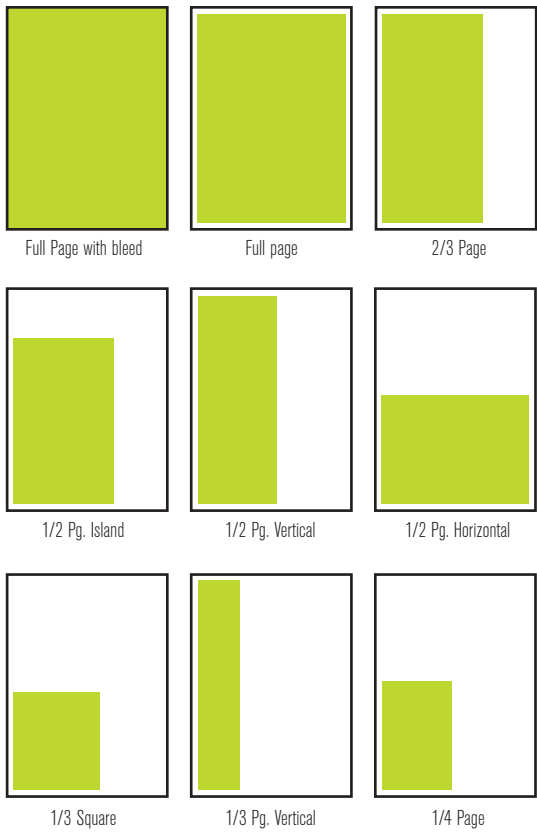
Ad Size	Width x Depth	1x	4x	7x	12x
Full Page	7" x 10"	\$5,850	\$4,365	\$4,155	\$3,725
2/3 Page	4.5" x 10"	\$4,700	\$3,505	\$3,340	\$2,905
1/2 Pg. Island	4.5" x 7.5"	\$4,470	\$3,240	\$3,090	\$2,670
1/2 Pg. Vertical	3.25" x 10"	\$4,205	\$2,935	\$2,795	\$2,510
1/2 Pg. Horizontal	7" x 4.875"	\$4,205	\$2,935	\$2,795	\$2,510
1/3 Pg. Square	4.5" x 4.875"	\$3,270	\$2,385	\$2,270	\$2,000
1/3 Pg. Vertical	2.1875" x 10"	\$3,270	\$2,385	\$2,270	\$2,000
1/4 Page	3.25" x 4.875"	\$2,295	\$1,675	\$1,600	\$1,430

# Color Rates

EFFECTIVE JANUARY 2009 • ISSUED SEPTEMBER 2008

Ad Size	Width x Depth	1x	4x	7x	12x
Full Page	7" x 10"	\$7,380	\$5,895	\$5,685	\$5,255
2/3 Page	4.5" x 10"	\$6,230	\$5,035	\$4,870	\$4,435
1/2 Pg. Island	4.5" x 7.5"	\$6,000	\$4,770	\$4,620	\$4,200
1/2 Pg. Vertical	3.25" x 10"	\$5,735	\$4,465	\$4,325	\$4,040
1/2 Pg. Horizontal	7" x 4.875"	\$5,735	\$4,465	\$4,325	\$4,040
1/3 Pg. Square	4.5" x 4.875"	\$4,800	\$3,915	\$3,800	\$3,530
1/3 Pg. Vertical	2.1875" x 10"	\$4,800	\$3,915	\$3,800	\$3,530
1/4 Page	3.25" x 4.875"	\$3,825	\$3,205	\$3,130	\$2,960

<b>Special Color Rates</b> add to black and white rates	<b>2 color</b>	<b>matched</b>	<b>metallic</b>
	\$630	\$790	\$1,010



Frequency determined by number of insertions used within 12 months from date of first insertion.

**Cover Position Premiums**  
 Inside Front Cover: .....Special rate plus 35%  
 Back Cover: .....Special rate plus 35%  
 Inside Back Cover: .....Special rate plus 25%  
 Covers must be contracted for either 6x or 12x insertion.

**Insert Options**  
 Rates based on mechanically accepted, preprinted inserts.  
 Inserts can be broken down by categories on BPA statement or qualification card. Quantities under 15,000 must provide 15% waste allowance. Quantities over 15,000 must provide 10% waste allowance.

**Mechanical Requirements for inserts only**  
 Trim Size: 7.625" x 10.625"  
 .1875" head and foot trim.  
 Keep live matter .375" from trim.  
 Contact sales rep for rates.

**Ask about other high impact advertising options such as custom publishing, gatefold, polybag, etc.**