



RESOURCE SECTION ADVERTISING RATES

Effective September/October 2009 Issue

RATE CARD: #75
RATE BASE: 350,000

	1X	2X	3X	4X	5X	6X+
<i>DISCOUNT</i>		-7%	-14%	-21%	-28%	-35%
FOUR-COLOR						
Full Page	\$11,370	\$10,570	\$ 9,780	\$ 8,980	\$ 8,190	\$ 7,390
2/3 Page	\$ 8,710	\$ 8,100	\$ 7,490	\$ 6,880	\$ 6,270	\$ 5,660
1/2 Page	\$ 6,830	\$ 6,350	\$ 5,870	\$ 5,400	\$ 4,920	\$ 4,440
1/3 Page	\$ 4,740	\$ 4,410	\$ 4,080	\$ 3,740	\$ 3,410	\$ 3,080
1/6 Page	\$ 2,460	\$ 2,290	\$ 2,120	\$ 1,940	\$ 1,770	\$ 1,600
3" s.c.	\$ 1,710	\$ 1,590	\$ 1,470	\$ 1,350	\$ 1,230	\$ 1,110
2" s.c.	\$ 1,180	\$ 1,100	\$ 1,010	\$ 930	\$ 850	\$ 770
1" s.c.	\$ 630	\$ 590	\$ 540	\$ 500	\$ 450	\$ 410
BLACK & WHITE						
Full Page	\$10,230	\$ 9,510	\$ 8,800	\$ 8,080	\$ 7,370	\$ 6,650
2/3 Page	\$ 7,850	\$ 7,300	\$ 6,750	\$ 6,200	\$ 5,650	\$ 5,100
1/2 Page	\$ 6,140	\$ 5,710	\$ 5,280	\$ 4,850	\$ 4,420	\$ 3,990
1/3 Page	\$ 4,260	\$ 3,960	\$ 3,660	\$ 3,370	\$ 3,070	\$ 2,770
1/6 Page	\$ 2,210	\$ 2,060	\$ 1,900	\$ 1,750	\$ 1,590	\$ 1,440
3" s.c.	\$ 1,530	\$ 1,420	\$ 1,320	\$ 1,210	\$ 1,100	\$ 990
2" s.c.	\$ 1,060	\$ 990	\$ 910	\$ 840	\$ 760	\$ 690
1" s.c.	\$ 580	\$ 540	\$ 500	\$ 460	\$ 420	\$ 380

Resource Section rates apply to all advertising within Marketplace and Getaway Planner pages.

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