



## RUN-OF-BOOK ADVERTISING RATES

*Effective September/October 2009 Issue*

**RATE CARD: #75**  
**RATE BASE: 350,000**

	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>	<b>5X</b>	<b>6X+</b>
<i>DISCOUNT</i>		-9%	-18%	-27%	-36%	-45%
<b>FOUR-COLOR</b>						
Full Page	\$18,950	\$17,240	\$15,540	\$13,830	\$12,130	\$10,420
2/3 Page	\$14,530	\$13,220	\$11,910	\$10,610	\$9,300	\$7,990
1/2 Page	\$11,370	\$10,350	\$9,320	\$8,300	\$7,280	\$6,250
1/3 Page	\$7,890	\$7,180	\$6,470	\$5,760	\$5,050	\$4,340
<b>BLACK &amp; WHITE</b>						
Full Page	\$17,060	\$15,520	\$13,990	\$12,450	\$10,920	\$9,380
2/3 Page	\$13,090	\$11,910	\$10,730	\$9,560	\$8,380	\$7,200
1/2 Page	\$10,230	\$9,310	\$8,390	\$7,470	\$6,550	\$5,630
1/3 Page	\$7,100	\$6,460	\$5,820	\$5,180	\$4,540	\$3,910
<b>COVER POSITIONS</b>						
Cover 2	\$21,800	\$19,840	\$17,880	\$15,910	\$13,950	\$11,990
Cover 3	\$21,800	\$19,840	\$17,880	\$15,910	\$13,950	\$11,990
Cover 4	\$23,690	\$21,560	\$19,430	\$17,290	\$15,160	\$13,030

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