

2010 Print Rates

Cover Rates 4/C

Frequency	1x	3x	6x	9x	12x
Inside Front	\$14,200	\$13,500	\$13,000	\$12,100	\$11,700
Inside Back	\$13,200	\$12,500	\$12,000	\$11,400	\$10,900
Outside Back	\$16,000	\$15,400	\$14,500	\$13,800	\$12,000

Tabloid Spreads 4/C

Frequency	1x	3x	6x	9x	12x
Spread	\$17,400	\$16,700	\$15,700	\$14,600	\$13,200

Tabloid Pages 4/C

Frequency	1x	3x	6x	9x	12x
Full Page	\$11,100	\$10,500	\$9,800	\$9,000	\$8,600
3/4 Page	\$9,700	\$9,000	\$8,600	\$7,600	\$7,400
1/2 Page	\$8,100	\$7,400	\$7,200	\$6,600	\$6,300
1/3 Page	\$7,200	\$6,600	\$6,400	\$5,800	\$5,600
1/4 Page	\$6,300	\$5,800	\$5,600	\$5,200	\$5,000
1/8 Page	\$4,400	\$4,200	\$4,000	\$3,700	\$3,600

Junior Pages 4/C (Magazine Format)

Frequency	1x	3x	6x	9x	12x
Full Page Jr.	\$8,600	\$8,300	\$7,700	\$7,300	\$6,900
2/3 Page Jr.	\$7,600	\$7,200	\$6,800	\$6,400	\$6,200
1/2 Page Jr.	\$7,200	\$6,600	\$6,400	\$5,800	\$5,600
1/3 Page Jr.	\$5,200	\$4,800	\$4,700	\$4,600	\$4,400
1/4 Page Jr.	\$4,700	\$4,400	\$4,300	\$4,000	\$3,900

Smart Start Rate 4/C

Frequency	1x	3x	6x	9x	12x
3" x 2.5"	\$620	\$530	\$460	\$400	\$330

Publisher will create standard format ads at no cost. First payment must precede initial listing. No agency discount.
-net pricing

Insert Rates

Insert rates are quoted on an individual basis. Please call for further information.

Black & White Rates Available— Please call for further information.



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