

2008 Display Advertising Rates

COLOR RATES

Cover Rates 4/C

Frequency	1x	3x	6x	9x	12x
Inside Front	\$12,900	\$12,300	\$11,800	\$11,000	\$10,600
Inside Back	\$12,000	\$11,400	\$10,900	\$10,400	\$9,900
Outside Back	\$14,500	\$14,000	\$13,200	\$12,500	\$12,000

Tabloid Spreads 4/C

Frequency	1x	3x	6x	9x	12x
Spread	\$15,800	\$15,200	\$14,300	\$13,300	\$12,000

Tabloid Pages 4/C

Frequency	1x	3x	6x	9x	12x
Full Page	\$10,100	\$9,500	\$8,900	\$8,200	\$7,800
3/4 Page	\$8,800	\$8,200	\$7,800	\$6,900	\$6,700
1/2 Page	\$7,400	\$6,700	\$6,500	\$6,000	\$5,700
1/3 Page	\$6,500	\$6,000	\$5,800	\$5,300	\$5,100
1/4 Page	\$5,700	\$5,300	\$5,100	\$4,700	\$4,500
1/8 Page	\$4,000	\$3,800	\$3,600	\$3,400	\$3,300

Junior Pages 4/C (Magazine Format)

Frequency	1x	3x	6x	9x	12x
Full Page Jr.	\$7,800	\$7,500	\$7,000	\$6,600	\$6,300
2/3 Page Jr.	\$6,900	\$6,500	\$6,200	\$5,800	\$5,600
1/2 Page Jr.	\$6,500	\$6,000	\$5,800	\$5,300	\$5,100
1/3 Page Jr.	\$4,700	\$4,400	\$4,300	\$4,200	\$4,000
1/4 Page Jr.	\$4,300	\$4,000	\$3,900	\$3,600	\$3,500

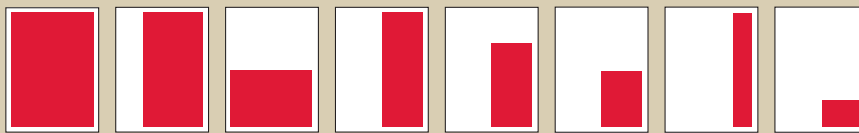
Smart Start Rate 4/C

Frequency	1x	3x	6x	9x	12x
3" x 2.5"	\$560	\$480	\$420	\$360	\$300

Publisher will create standard format ads at no cost.

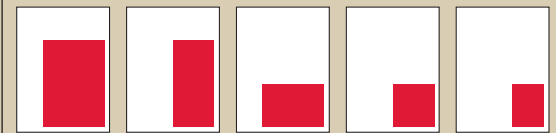
First payment must precede initial listing. No agency discount. -net pricing

Display Advertising Sizes – Tabloid Pages



Full Page- 10 3/4" x 14 1/2"
 3/4 Page 7" x 13 3/4"
 1/2 Page (Horizontal) 9 1/2" x 6 1/4"
 1/2 Page (Vertical) 4 3/4" x 13 1/4"
 1/3 Page 4 3/4" x 9 3/4"
 1/4 Page (Horizontal) 4 3/4" x 6 1/2"
 1/4 Page (Vertical) 2 1/4" x 13 1/4"
 1/8 Page 4 3/4" x 3 1/4"

Junior Pages (Magazine Format)



Full Page Jr. 7" x 10"
 2/3 Page Jr. 4 3/4" x 10"
 1/2 Page Jr. 7" x 4 1/2"
 1/3 Page Jr. 4 3/4" x 4 7/8"
 1/4 Page Jr. 3 1/2" x 4 1/2"

2008 Display Advertising Rates

BLACK & WHITE RATES

Tabloid Pages B/W

Frequency	1x	3x	6x	9x	12x
Full Page	\$8,000	\$7,400	\$6,900	\$6,200	\$5,800
3/4 Page	\$6,800	\$6,200	\$5,800	\$5,000	\$4,800
1/2 Page	\$5,400	\$4,800	\$4,600	\$4,100	\$3,800
1/3 Page	\$4,600	\$4,100	\$3,900	\$3,400	\$3,300
1/4 Page	\$3,800	\$3,400	\$3,300	\$2,900	\$2,700
1/8 Page	\$2,200	\$2,000	\$1,800	\$1,600	\$1,500

Junior Pages B/W (Magazine Format)

Frequency	1x	3x	6x	9x	12x
Full Page Jr.	\$5,800	\$5,500	\$5,100	\$4,700	\$4,400
2/3 Page Jr.	\$5,000	\$4,600	\$4,300	\$3,900	\$3,700
1/2 Page Jr.	\$4,600	\$4,100	\$3,900	\$3,400	\$3,300
1/3 Page Jr.	\$2,900	\$2,600	\$2,500	\$2,400	\$2,200
1/4 Page Jr.	\$2,500	\$2,200	\$2,100	\$1,800	\$1,700

Insert Rates

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

Mechanical Requirements

Folded Trim Size: 10 3/4" x 14 1/2"

Bleed Size: 11 1/4" x 15"

Live Image Area: 10" x 14"

Doubletruck/Spreads

Live Image Area: 20 3/4" x 14"

Trim Width: 21 1/2" x 14 1/2"

Bleed Size: 22" x 15"

Electronic Submission

CD: Including all fonts, images and support files

Supported File Types

PRESS READY PDF

MAC BASED- Quark 6.5, TIFF file at 300dpi or higher at actual size, EPS files with all fonts changed to outlines.

A color proof is required for all electronic submissions.

Terms & Discounts

Prepayment required on first insertion. Net 30 days. Advertisers billed at contract rate who fail to fulfill contract terms will be short-rated. Contract discounts/commissions are canceled if account is not paid within 45 days of invoice date. Cancellations are not accepted after the closing date. Rates and conditions are subject to change without notice.

General Policies

The forwarding of an insertion order or space contract shall be construed as acceptance of all rates and conditions set forth in this rate card. The publisher shall not be bound by any conditions, printed or otherwise, appearing on order blanks, in agency forms, with copy instructions, or otherwise that conflict with the provisions of this rate card. Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from the loss or expense on claims or suits based upon contents of such advertisements. This includes suits for libel, plagiarism, copyright infringement, and unauthorized use of a person's name or photograph. The publisher does not assume liability for publisher errors in any advertisement beyond the cost of the space occupied by the individual item in which the error appeared. All claims must be made within 10 days of publication. No rebates allowed for errors in key numbers or other type set by publisher. Tear sheets included with bill only upon request. Any advertiser under contract not supplying new ad material by closing date will have previous ad repeated. All agreements are subject to labor disputes, accidents, fires, or other contingencies beyond the publisher's control. Further, the publisher shall not be liable for failure to publish an advertisement. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" at the top of copy which, in the publisher's opinion, resembles editorial matter.

Ad Agency Commission & Past Due Charges

Agency commission is 15 percent of gross to recognized agencies on space and color if total amount due is paid in full within 30 days of insertion date. The advertiser and its advertising agency, if there is one, are jointly and severally liable for payment of all monies due and payable to the publisher. Commissions not allowed on other charges such as production costs, conversions, typesetting, reprints and copywriting. A charge of 1 1/2 percent per month (18 percent per year) will be made on all unpaid balances 30 days old or older.