

Display Rates 2012

FOUR-COLOR RATES

	1x	3x	6x	12x	18x	24x	36x	48x
1 Page	\$17,840	\$17,610	\$17,520	\$17,225	\$16,760	\$16,300	\$15,835	\$15,360
2/3 Page	\$14,165	\$13,945	\$13,860	\$13,625	\$13,250	\$12,885	\$12,520	\$12,150
1/2 Page	\$12,690	\$12,495	\$12,410	\$12,200	\$11,875	\$11,545	\$11,215	\$10,885
1/3 Page	\$ 8,610	\$8,480	\$8,430	\$8,280	\$8,055	\$7,835	\$7,610	\$7,390

COVER RATES

Cover 2 (Inside Front) \$ 20,510	Cover 4 (Outside Back) \$ 22,815
Cover 3 (Inside Back) \$ 19,900	Other Preferred Position: + \$ 750

B&W: Rates for black and white ad units are same as color.

Inserts: Rates on request. Minimum insert is two pages, single sheet printed on both sides.

Covers: Available in SWOP process colors only and are sold on a 12x non-cancelable contract, with option to renew. Cover positions will be combined with national run-of-book advertising. Preferred positions are sold on a non-cancelable basis.

Notes: Advertisers will be rebilled at the earned insertion rate immediately following cancellation or curtailment of space contract. Advertisers receive credits after they earn a higher frequency discount than contracted.

PLEASE NOTE: Cancellation not accepted after space closing date.