

ADVERTISING RATES

Standard 4-Color Rates

Ad Size	1X	3X	6X	12X	24X
Standard Page	\$25,550	\$24,770	\$24,030	\$23,320	\$22,620
Standard Spread	50,020	48,530	47,070	45,660	44,280
2/3 Page	20,430	19,820	19,230	18,650	18,100
1/2 Island	15,840	15,370	14,910	14,470	14,030
1/2 Horizontal	14,040	13,620	13,220	12,820	12,440
1/3 Page	10,730	10,410	10,100	9,800	9,520
1/4 Page	8,860	8,590	8,330	8,090	7,840

Premium Positions (4-Color)

COVER	1X	3X	6X
Cover 2 or 3	\$26,500	\$25,670	\$24,870
Cover 4	28,840	28,060	27,150

Color Rate Exceptions

- A. Matched Color: Deduct \$690 from 4-color rates
- B. 2-Color/Spot: Deduct \$1140 from 4-color rates
- C. Color/Metallic Ink: Add \$1770 to 4-color rates

Classified Rates Available
Upon Request

