

GENERAL RATES

DECEMBER '08–JANUARY '10

FREQUENCY	1X	2X	3X	4X	5X	6X
COVERS						
Second	17,000	16,500	16,000	15,500	15,000	14,500
Third	16,000	15,500	15,000	14,600	14,100	13,700
Fourth	19,000	18,400	17,800	17,300	16,800	16,300
FOUR COLOR						
Full Page	15,000	14,500	14,100	13,700	13,300	12,500
Two Thirds	12,000	11,600	11,300	10,900	10,600	10,300
One Half	10,000	9,700	9,400	9,100	8,900	8,600
One Third	9,000	8,700	8,400	8,200	8,000	7,800
BLACK & WHITE						
Full Page	12,000	11,600	11,300	11,000	10,600	10,300
2-Page Spread	23,000	22,300	21,600	21,000	20,400	19,800

All rates above are gross to recognized advertising agencies.

Add 10% for bleed.