

DISPLAY RATE CARD

DISPLAY RATES for *Proceedings* and *Naval History* 2006

	<i>Proceedings</i> ROP	<i>Naval History</i> ROP	Combo ROP
1X B&W			
2 Page Spread	8155	3250	9695
1/2 Page Spread	5095	1990	6025
Full Page	5095	1990	6025
2/3 Page	4000	1480	4660
1/2 Page - Island	3450	1250	3995
1/2 Page - Horizontal	3100	1150	3615
1/3 Page	2100	860	2520
1/4 Page	1600	720	1975
1/6 Page	1250	550	1530
1/8 Page	680	330	860
1/12 Page	455	220	575
3X B&W			
2 Page Spread	7955	3170	9455
1/2 Page Spread	4970	1940	5875
Full Page	4970	1940	5875
2/3 Page	3900	1445	4545
1/2 Page - Island	3365	1220	3895
1/2 Page - Horizontal	3025	1125	3525
1/3 Page	2050	840	2460
1/4 Page	1560	705	1930
1/6 Page	1220	540	1495
1/8 Page	665	325	840
1/12 Page	445	215	565
6X B&W			
2 Page Spread	7760	3095	9220
1/2 Page Spread	4850	1895	5730
Full Page	4850	1895	5730
2/3 Page	3805	1410	4435
1/2 Page - Island	3285	1190	3800
1/2 Page - Horizontal	2950	1100	3440
1/3 Page	2000	920	2400
1/4 Page	1525	690	1885
1/6 Page	1190	530	1460
1/8 Page	650	320	820
1/12 Page	435	210	555

	<i>Proceedings</i> ROP	<i>Naval History</i> ROP	Combo ROP
12X B&W			
2 Page Spread	7375	2940	8760
1/2 Page Spread	4610	1800	5445
Full Page	4610	1800	5445
2/3 Page	3615	1340	4215
1/2 Page - Island	3125	1130	3610
1/2 Page - Horizontal	2805	1045	3270
1/3 Page	1900	875	2280
1/4 Page	1450	660	1795
1/6 Page	1130	505	1390
1/8 Page	620	105	780
1/12 Page	415	200	530
Color Rates			
Standard Color	500	500	850
Matched Color	750	750	1275
Standard Color Fractional	0	225	450
Matched Color Fractional	0	375	750
4-Color Spread	1850	1850	3145
4-Color Process	1025	1025	1750
4-Color Fractional	0	450	900

Effective January 1, 2006

DIRECT RESPONSE RATE CARD

DIRECT RESPONSE RATES for *Proceedings* and *Naval History* 2006

	<i>Proceedings</i> Response	<i>Naval History</i> Response	Combo Response
1X B&W			
2 Page Spread	5710	2275	6790
1/2 Page Spread	3570	1395	4220
Full Page	3570	1395	4220
2/3 Page	2800	1040	3265
1/2 Page - Island	2415	875	2800
1/2 Page - Horizontal	2170	805	2530
1/3 Page	1470	605	1765
1/4 Page	1120	505	1385
1/6 Page	875	385	1075
1/8 Page	480	235	610
1/12 Page	320	155	405
3X B&W			
2 Page Spread	5570	2220	6620
1/2 Page Spread	3485	1360	4115
Full Page	3485	1360	4115
2/3 Page	2730	1015	3185
1/2 Page - Island	2355	855	2730
1/2 Page - Horizontal	2120	785	2470
1/3 Page	1435	590	1725
1/4 Page	1095	495	1350
1/6 Page	855	375	1050
1/8 Page	470	230	595
1/12 Page	315	155	395
6X B&W			
2 Page Spread	5435	2165	6455
1/2 Page Spread	3400	1330	4015
Full Page	3400	1330	4015
2/3 Page	2665	990	3105
1/2 Page - Island	2300	835	2665
1/2 Page - Horizontal	2070	765	2410
1/3 Page	1400	575	1685
1/4 Page	1070	485	1320
1/6 Page	835	370	1025
1/8 Page	460	225	580
1/12 Page	310	155	385

	<i>Proceedings</i> Response	<i>Naval History</i> Response	Combo Response
12X B&W			
2 Page Spread	5165	2060	6035
1/2 Page Spread	3230	1265	3815
Full Page	3230	1265	3815
2/3 Page	2535	940	2950
1/2 Page - Island	2185	795	2535
1/2 Page - Horizontal	1970	730	2290
1/3 Page	1330	550	1605
1/4 Page	1020	465	1255
1/6 Page	795	355	975
1/8 Page	440	215	555
1/12 Page	295	150	370
Color Rates			
Standard Color	500	500	850
Matched Color	750	750	1275
Standard Color Fractional	225	225	450
Matched Color Fractional	375	375	750
4-Color Spread	1850	1850	3145
4-Color Process	1025	1025	1750
4-Color Fractional	450	450	900

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CLASSIFIED RATE CARD

CLASSIFIED RATES for *Proceedings* and *Naval History* 2006

	<i>Proceedings</i> MART	<i>Naval History</i> MART	Combo MART
1X B&W			
2 Page Spread	4285	1710	5100
1/2 Page Spread	2680	1050	3180
Full Page	2680	1050	3180
2/3 Page	2100	780	2450
1/2 Page - Island	1815	660	2105
1/2 Page - Horizontal	1630	605	1900
1/3 Page	1105	455	1330
1/4 Page	840	280	955
1/6 Page	660	290	810
1/8 Page	360	180	460
1/12 Page	240	120	310
3X B&W			
2 Page Spread	4180	1670	4975
1/2 Page Spread	2615	1025	3105
Full Page	2615	1025	3105
2/3 Page	2050	765	2390
1/2 Page - Island	1770	645	2055
1/2 Page - Horizontal	1590	590	1855
1/3 Page	1080	445	1300
1/4 Page	820	275	935
1/6 Page	645	285	790
1/8 Page	355	180	450
1/12 Page	235	120	305
6X B&W			
2 Page Spread	4080	1630	4855
1/2 Page Spread	2550	1000	3030
Full Page	2550	1000	3030
2/3 Page	2000	750	2330
1/2 Page - Island	1725	630	2005
1/2 Page - Horizontal	1550	575	1810
1/3 Page	1055	435	1270
1/4 Page	800	270	915
1/6 Page	630	280	770
1/8 Page	350	180	440
1/12 Page	230	120	300

	<i>Proceedings</i> MART	<i>Naval History</i> MART	Combo MART
12X B&W			
2 Page Spread	3880	1550	4615
1/2 Page Spread	2425	950	2880
Full Page	2425	950	2880
2/3 Page	1900	715	2215
1/2 Page - Island	1640	600	1905
1/2 Page - Horizontal	1475	550	1720
1/3 Page	1005	415	1210
1/4 Page	760	260	870
1/6 Page	600	270	735
1/8 Page	335	175	420
1/12 Page	220	115	285
Color Rates			
Standard Color	500	500	850
Matched Color	750	750	1275
Standard Color Fractional	225	225	450
Matched Color Fractional	375	375	750
4-Color Spread	1850	1850	3145
4-Color Process	1025	1025	1750
4-Color Fractional	450	450	900

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