

Display Advertising Rates

BLACK AND WHITE	1X	6X	12X	24X	51X	104X
2-page spread (140")	\$25,340	\$24,500	\$22,960	\$21,840	\$21,280	\$20,300
Junior spread (80")	15,040	14,240	13,280	12,880	12,320	12,160
Full page (70")	12,670	12,250	11,480	10,920	10,640	10,150
3/5 Page (42")	7,896	7,476	6,972	6,762	6,468	6,384
Junior Page (40")	7,520	7,120	6,640	6,440	6,160	6,080
Half Page (35")	6,790	6,510	6,230	5,810	5,600	5,460
1/3 Page (24")	4,656	4,464	4,272	3,984	3,840	3,744
1/4 Page (18")	3,492	3,348	3,204	2,988	2,880	2,808
Horizontal Strip (15")	2,910	2,790	2,670	2,490	2,400	2,340
1/8 Page (10")	1,940	1,860	1,780	1,660	1,600	1,560

FOUR COLOR	1X	6X	12X	24X	51X	104X
2-Page Spread (140")	\$32,625	\$31,785	\$30,245	\$ 29,125	\$28,565	\$27,585
Junior Spread (80")	22,325	21,525	20,565	20,165	19,605	19,445
Full Page (70")	17,210	16,790	16,020	15,460	15,180	14,690
3/5 Page (42")	12,436	12,016	11,512	11,302	11,008	10,924
Junior Page (40")	12,060	11,660	11,180	10,980	10,700	10,620
Half Page (35")	11,330	11,050	10,770	10,350	10,140	10,000
1/3 Page (24")	9,196	9,004	8,812	8,524	8,380	8,284
1/4 Page (18")	8,032	7,888	7,744	7,528	7,420	7,348
Horizontal Strip (15")	7,450	7,330	7,210	7,030	6,940	6,880
1/8 Page (10")	6,480	6,400	6,320	6,200	6,140	6,100

GATEFOLD COVER (available by special request)

Three (3) full-page four-color pages \$53,510

BLACK + ONE PROCESS COLOR	1X	6X	12X	24X	51X	104X
2-Page Spread (140")	\$27,510	\$26,670	\$25,130	\$24,010	\$23,450	\$22,470
Junior Spread (80")	17,210	16,410	15,450	15,050	14,490	14,330
Full Page (70")	14,045	13,625	12,855	12,295	12,015	11,525
3/5 Page (42")	9,271	8,851	8,347	8,137	7,843	7,759
Junior Page (40")	8,895	8,495	8,015	7,815	7,535	7,455
Half Page (35")	8,165	7,885	7,605	7,185	6,975	6,835
1/3 Page (24")	6,031	5,839	5,647	5,359	5,215	5,119
1/4 Page (18")	4,867	4,723	4,579	4,363	4,255	4,183
Horizontal Strip (15")	4,285	4,165	4,045	3,865	3,775	3,715
1/8 Page (10")	3,315	3,235	3,155	3,035	2,975	2,935

BLACK + ONE PMS COLOR	1X	6X	12X	24X	51X	104X
2-Page Spread (140")	\$27,590	\$26,750	\$25,210	\$24,090	\$ 23,530	\$22,550
Junior Spread (80")	17,290	16,490	15,530	15,130	14,570	14,410
Full Page (70")	14,335	13,915	13,145	12,585	12,305	11,815
3/5 Page (42")	9,561	9,141	8,637	8,427	8,133	8,049
Junior Page (40")	9,185	8,785	8,305	8,105	7,825	7,745
Half Page (35")	8,455	8,175	7,895	7,475	7,265	7,125
1/3 Page (24")	6,321	6,129	5,937	5,649	5,505	5,409
1/4 Page (18")	5,157	5,013	4,869	4,653	4,545	4,473
Horizontal Strip (15")	4,575	4,455	4,335	4,155	4,065	4,005
1/8 Page (10")	3,605	3,525	3,445	3,325	3,265	3,225

MATCHED COLORS

Full page \$ 1,665 (Add this amount to space cost per matched color)
 2-page spread \$ 2,250 (Add this amount to space cost per matched color)

METALLIC COLORS

Full page \$ 1,980 (Add this amount to space cost per metallic color)
 2-page spread \$ 2,895 (Add this amount to space cost per metallic color)