

## Advertising Rates 2010

4-color Inside Page	1x	3x	6x	9x	12x
1Page	\$3,960	\$3,366	\$3,168	\$2,970	\$2,772
1/2Page	\$2,376	\$2,020	\$1,901	\$1,782	\$1,663
1/3 Page	\$1,703	\$1,447	\$1,362	\$1,277	\$1,192
1/4 Page	\$1,386	\$1,178	\$1,109	\$1,040	\$970

Priemer Front & Back	1x	3x	6x	9x	12x
Front P4-P9	\$5,940	\$5,049	\$4,752	\$4,455	\$4,158
Back P4-P9	\$5,940	\$5,049	\$4,752	\$4,455	\$4,158
Back P3	\$7,920	\$6,732	\$6,336	\$5,940	\$5,544
Front P3	\$9,900	\$8,415	\$7,920	\$7,425	\$6,930

Covers	1x	3x	6x	9x	12x
Front Cover	\$15,840	\$13,464	\$12,672	/	/
Back Cover	\$13,860	\$11,781	\$11,088	\$10,395	\$9,702
Front-Cover-Inside	\$13,187	\$11,209	\$10,549	\$9,890	\$9,231
Back-Cover-Inside	\$11,880	\$10,098	\$9,504	\$8,910	\$8,316

- **Circulation:** 20,100 rate base; total circulation: 46,756.
- **Preferred Positions:** Add Additional 20% to rates, non-cancelable.
- **Closing Dates:** on or before the 5th of the month proceeding Insertion order.
- **Payment Terms:** 1 month prepayment required prior to credit application approval. Net 30.
- **Other Availabilities:**  
Inserts - Client-supplied, pre-printed, finished. Rates, specifications, and availabilities on request.
- **Sales Contacts:** 1-888-727-8881.

## AD SIZE



Spread  
16<sup>1</sup>/<sub>4</sub>"(W) × 10<sup>3</sup>/<sub>4</sub>"(D)



Full Page  
8<sup>1</sup>/<sub>4</sub>"(W) × 10<sup>3</sup>/<sub>4</sub>"(D)



Horizontal  
1/2Page  
7<sup>1</sup>/<sub>2</sub>"(W) × 5"(D)



Vertical  
1/2Page  
5"(W) × 7<sup>1</sup>/<sub>2</sub>"(D)



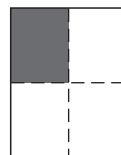
Vertical  
1/3Page



Front Cover  
7"(W) × 4<sup>3</sup>/<sub>4</sub>"(D)



Vertical  
2/3Page



1/4Page  
3<sup>1</sup>/<sub>2</sub>"(W) × 5"(D)



Back Cover  
8<sup>1</sup>/<sub>4</sub>"(W) × 6<sup>1</sup>/<sub>2</sub>"(D)



Horizontal  
1/3Page

**Page Size & Trim Information:** The trim size is 8<sup>1</sup>/<sub>4</sub>" × 10<sup>3</sup>/<sub>4</sub>", perfect bind. Page is 2 columns, each column 3<sup>1</sup>/<sub>8</sub>" wide, or 3 columns, each column 2<sup>1</sup>/<sub>8</sub>" wide.

**Printing Process:** web offset. **Digital file type:** .eps .tif .pdf

**Film Output:** Furnish negatives, right reading, emulsion up, one-piece-per-page-per-color. Use 175 lines screen.