

<b>FURNITURE Today</b>		<b>2006 Rate Card</b>							
<b>Frequency</b>	<b>1 Time</b>	<b>4 Times</b>	<b>8 Times</b>	<b>13 Times</b>	<b>18 Times</b>	<b>26 Times</b>	<b>34 Times</b>	<b>52 Times</b>	
<b>70" B/W FULL TABLOID PAGE (5 COLUMNS X 14" = 70")</b>									
2006 Rate Per Issue	\$11,410	\$10,445	\$9,745	\$8,520	\$7,880	\$6,625	\$5,585	\$4,305	
<b>4/C per Issue</b>	<b>\$13,730</b>	<b>\$12,765</b>	<b>\$12,065</b>	<b>\$10,840</b>	<b>\$10,200</b>	<b>\$8,945</b>	<b>\$7,905</b>	<b>\$6,625</b>	
<b>Total Program</b>	<b>\$13,730</b>	<b>\$51,060</b>	<b>\$96,520</b>	<b>\$140,920</b>	<b>\$183,600</b>	<b>\$232,570</b>	<b>\$268,770</b>	<b>\$344,500</b>	
<b>40" B/W MAGAZINE-SIZE PAGE (4 COLUMNS X 10" = 40")</b>									
2006 Rate Per Issue	\$9,900	\$9,340	\$8,025	\$5,975	\$5,045	\$4,120	\$3,430	\$2,790	
<b>4/C per Issue</b>	<b>\$12,220</b>	<b>\$11,660</b>	<b>\$10,345</b>	<b>\$8,295</b>	<b>\$7,365</b>	<b>\$6,440</b>	<b>\$5,750</b>	<b>\$5,110</b>	
<b>Total Program</b>	<b>\$12,220</b>	<b>\$46,640</b>	<b>\$82,760</b>	<b>\$107,835</b>	<b>\$132,570</b>	<b>\$167,440</b>	<b>\$195,500</b>	<b>\$265,720</b>	
<b>21" B/W (3 COLUMNS X 7" = 21")</b>									
2006 Rate Per Issue	\$5,900	\$5,200	\$4,625	\$3,655	\$3,080	\$2,545	\$2,320	\$1,855	
<b>4/C per Issue</b>	<b>\$7,085</b>	<b>\$6,385</b>	<b>\$5,810</b>	<b>\$4,840</b>	<b>\$4,265</b>	<b>\$3,730</b>	<b>\$3,505</b>	<b>\$3,040</b>	
<b>Total Program</b>	<b>\$7,085</b>	<b>\$25,540</b>	<b>\$46,480</b>	<b>\$62,920</b>	<b>\$76,770</b>	<b>\$96,980</b>	<b>\$119,170</b>	<b>\$158,080</b>	
<b>14" B/W (2 COLUMNS X 7" = 14")</b>									
2006 Rate Per Issue	\$3,215	\$3,060	\$2,340	\$2,060	\$1,895	\$1,670	\$1,440	\$1,340	
<b>4/C per Issue</b>	<b>\$4,400</b>	<b>\$4,245</b>	<b>\$3,525</b>	<b>\$3,245</b>	<b>\$3,080</b>	<b>\$2,855</b>	<b>\$2,625</b>	<b>\$2,525</b>	
<b>Total Program</b>	<b>\$4,400</b>	<b>\$16,980</b>	<b>\$28,200</b>	<b>\$42,185</b>	<b>\$55,440</b>	<b>\$74,230</b>	<b>\$89,250</b>	<b>\$131,300</b>	
<b>10" B/W (2 COLUMNS X 5" = 10")</b>									
2006 Rate Per Issue	\$2,780	\$2,615	\$2,110	\$1,895	\$1,605	\$1,390	\$1,275	\$1,165	
<b>4/C per Issue</b>	<b>\$3,965</b>	<b>\$3,800</b>	<b>\$3,295</b>	<b>\$3,080</b>	<b>\$2,790</b>	<b>\$2,575</b>	<b>\$2,460</b>	<b>\$2,350</b>	
<b>Total Program</b>	<b>\$3,965</b>	<b>\$15,200</b>	<b>\$26,360</b>	<b>\$40,040</b>	<b>\$50,220</b>	<b>\$66,950</b>	<b>\$83,640</b>	<b>\$122,200</b>	
<b>STRIPS</b>									
<b>STANDARD STRIP (5 COLUMNS X 3" = 15")</b>									
2006 Rate Per Issue	\$5,315	\$4,500	\$3,975	\$3,160	\$2,895	\$2,440	\$2,080	\$1,815	
<b>4/C per Issue</b>	<b>\$6,500</b>	<b>\$5,685</b>	<b>\$5,160</b>	<b>\$4,345</b>	<b>\$4,080</b>	<b>\$3,625</b>	<b>\$3,265</b>	<b>\$3,000</b>	
<b>Total Program</b>	<b>\$6,500</b>	<b>\$22,740</b>	<b>\$41,280</b>	<b>\$56,485</b>	<b>\$73,440</b>	<b>\$94,250</b>	<b>\$111,010</b>	<b>\$156,000</b>	
<b>SUPER STRIP (5 COLUMNS X 5" = 25")</b>									
2006 Rate Per Issue	\$6,755	\$6,365	\$5,965	\$4,840	\$4,265	\$3,655	\$3,235	\$2,655	
<b>4/C per Issue</b>	<b>\$7,940</b>	<b>\$7,550</b>	<b>\$7,150</b>	<b>\$6,025</b>	<b>\$5,450</b>	<b>\$4,840</b>	<b>\$4,420</b>	<b>\$3,840</b>	
<b>Total Program</b>	<b>\$7,940</b>	<b>\$30,200</b>	<b>\$57,200</b>	<b>\$78,325</b>	<b>\$98,100</b>	<b>\$125,840</b>	<b>\$150,280</b>	<b>\$199,680</b>	
<b>2-Color:</b>	<b>Page:</b>	<b>+ \$1030</b>	<b>Special Color - Additional</b>						
(Includes tabloid and magazine size)			Matched		+ \$550				
<b>Fractional:</b>		<b>+ \$515</b>							
<b>PREMIUMS</b>									
<b>4-Color:</b>	<b>Page:</b>	<b>+\$2320</b>	Pages 3 & 5		+15%	Guaranteed Position		+ 10%	
(Includes tabloid and magazine size)			Back Cover		+ 20%	Bleed		+ 10%	
<b>Fractional:</b>		<b>+\$1185</b>	Inside Back Cover		+15%				