

Frequency	1 Time	4 Times	8 Times	13 Times	18 Times	26 Times	34 Times	52 Times
70" B/W FULL TABLOID PAGE (5 COLUMNS X 14" - 70")								
2005 Rate Per Issue	\$11,080	\$10,140	\$9,460	\$8,270	\$7,650	\$6,430	\$5,420	\$4,180
4/C per Issue	\$13,330	\$12,390	\$11,710	\$10,520	\$9,900	\$8,680	\$7,670	\$6,430
Total Program	\$13,330	\$49,560	\$93,680	\$136,760	\$178,200	\$225,680	\$260,780	\$334,360
40" B/W MAGAZINE-SIZE PAGE (4 COLUMNS X 10" - 40")								
2005 Rate Per Issue	\$9,610	\$9,070	\$7,790	\$5,800	\$4,900	\$4,000	\$3,330	\$2,710
4/C per Issue	\$11,860	\$11,320	\$10,040	\$8,050	\$7,150	\$6,250	\$5,580	\$4,960
Total Program	\$11,860	\$45,280	\$80,317	\$104,650	\$128,700	\$162,500	\$189,720	\$257,920
21" B/W (3 COLUMNS X 7")								
2005 Rate Per Issue	\$5,730	\$5,050	\$4,490	\$3,550	\$2,990	\$2,470	\$2,250	\$1,800
4/C per Issue	\$6,880	\$6,200	\$5,640	\$4,700	\$4,140	\$3,620	\$3,400	\$2,950
Total Program	\$6,880	\$24,800	\$45,120	\$61,100	\$74,520	\$94,120	\$115,600	\$153,400
14" B/W (2 COLUMNS X 7")								
2005 Rate Per Issue	\$3,120	\$2,970	\$2,270	\$2,000	\$1,840	\$1,620	\$1,400	\$1,300
4/C per Issue	\$4,270	\$4,120	\$3,420	\$3,150	\$2,990	\$2,770	\$2,550	\$2,450
Total Program	\$4,270	\$16,480	\$27,360	\$40,950	\$53,820	\$72,020	\$86,700	\$127,400
10" B/W (2 COLUMNS X 5")								
2005 Rate Per Issue	\$2,700	\$2,540	\$2,050	\$1,840	\$1,560	\$1,350	\$1,240	\$1,130
4/C per Issue	\$3,850	\$3,690	\$3,200	\$2,990	\$2,710	\$2,500	\$2,390	\$2,280
Total Program	\$3,850	\$14,760	\$25,600	\$38,870	\$48,780	\$65,000	\$81,260	\$118,560
STRIPS								
STANDARD STRIP (5 COLUMNS X 3" - 15")								
2005 Rate Per Issue	\$5,160	\$4,370	\$3,860	\$3,070	\$2,810	\$2,370	\$2,020	\$1,760
4/C per Issue	\$6,310	\$5,520	\$5,010	\$4,220	\$3,960	\$3,520	\$3,170	\$2,910
Total Program	\$6,310	\$22,080	\$40,080	\$54,860	\$71,280	\$91,520	\$107,780	\$151,320
SUPER STRIP (5 COLUMNS X 5" - 25")								
2005 Rate Per Issue	\$6,560	\$6,180	\$5,790	\$4,700	\$4,140	\$3,550	\$3,140	\$2,580
4/C per Issue	\$7,710	\$7,330	\$6,940	\$5,850	\$5,290	\$4,700	\$4,290	\$3,730
Total Program	\$7,710	\$29,320	\$55,520	\$76,050	\$95,220	\$122,200	\$145,860	\$193,960
2-COLOR PAGE:	+ \$1000	Special Color - Additional						
(Includes tabloid and magazine size)		Matched		+ \$500				
Fractional:	+ \$500							
PREMIUMS								
4-COLOR PAGE:	+\$2250	Pages 3 & 5		+15%	Guaranteed Positions			+ 10%
(Includes tabloid and magazine size)		Back Cover		+ 20%	Bleed			+ 10%
Fractional:	+\$1150	Inside Back Cover		+15%				