

FURNITURE Today®		2009 Rate Card							
Frequency		1 Time	4 Times	8 Times	13 Times	18 Times	26 Times	34 Times	52 Times
		1	4	8	13	18	26	34	52
Full Page - Tabloid									
2009 Rate									
Per Issue		\$12,465	\$11,410	\$10,650	\$9,310	\$8,610	\$7,240	\$6,110	\$4,705
4/C per Issue		\$14,990	\$13,935	\$13,175	\$11,835	\$11,135	\$9,765	\$8,635	\$7,230
Total Program		\$14,990	\$55,740	\$105,400	\$153,855	\$200,430	\$253,890	\$293,590	\$375,960
Junior Page - vertical or horizontal -- or 2/3 Vertical									
2009 Rate									
per issue		\$10,815	\$10,205	\$8,770	\$6,530	\$5,510	\$4,500	\$3,750	\$3,050
4/C per Issue		\$13,340	\$12,730	\$11,295	\$9,055	\$8,035	\$7,025	\$6,275	\$5,575
Total Program		\$13,340	\$50,920	\$90,360	\$117,715	\$144,630	\$182,650	\$213,350	\$289,900
1/3 page square -- or 2/5 Vertical									
2009 Rate									
Per Issue		\$6,450	\$5,685	\$5,055	\$3,995	\$3,365	\$2,780	\$2,535	\$2,030
4/C per Issue		\$7,740	\$6,975	\$6,345	\$5,285	\$4,655	\$4,070	\$3,825	\$3,320
Total Program		\$7,740	\$27,900	\$50,760	\$68,705	\$83,790	\$105,820	\$130,050	\$172,640
1/5 page vertical or horizontal									
2009 Rate									
Per Issue		\$3,510	\$3,340	\$2,555	\$2,250	\$2,070	\$1,825	\$1,575	\$1,465
4/C per Issue		\$4,800	\$4,630	\$3,845	\$3,540	\$3,360	\$3,115	\$2,865	\$2,755
Total Program		\$4,800	\$18,520	\$30,760	\$46,020	\$60,480	\$80,990	\$97,410	\$143,260
1/6 page vertical or horizontal									
2009 Rate									
per Issue		\$3,040	\$2,860	\$2,305	\$2,070	\$1,755	\$1,520	\$1,395	\$1,270
4/C per Issue		\$4,330	\$4,150	\$3,595	\$3,360	\$3,045	\$2,810	\$2,685	\$2,560
Total Program		\$4,330	\$16,600	\$28,760	\$43,680	\$54,810	\$73,060	\$91,290	\$133,120
STRIPS									
STANDARD STRIP									
2009 Rate									
per Issue		\$5,810	\$4,920	\$4,345	\$3,455	\$3,160	\$2,670	\$2,270	\$1,985
4/C per Issue		\$7,100	\$6,210	\$5,635	\$4,745	\$4,450	\$3,960	\$3,560	\$3,275
Total Program		\$7,100	\$24,840	\$45,080	\$61,685	\$80,100	\$102,960	\$121,040	\$170,300
SUPER STRIP									
2009 Rate									
per Issue		\$7,385	\$6,955	\$6,520	\$5,290	\$4,660	\$3,995	\$3,535	\$2,900
4/C per Issue		\$8,675	\$8,245	\$7,810	\$6,580	\$5,950	\$5,285	\$4,825	\$4,190
Total Program		\$8,675	\$32,980	\$62,480	\$85,540	\$107,100	\$137,410	\$164,050	\$217,880
2-Color:	Page:	+ \$1120			Special Color - Additional				
(Includes tabloid and magazine size)				Matched	+\$1000				
Fractional:	Page:	+ \$560							
PREMIUMS									
4-Color:	Page:	+\$2525			Pages 3 & 5	+15%	Guaranteed Positions	+ 10%	
(Includes tabloid and magazine size)				Back Cover	+ 20%	Bleed	+ 10%		
Fractional:	Page:	+\$1290			Inside Back Cover	+15%			