

2008 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								
2008 Rate Per Issue	\$12,100	\$11,080	\$10,340	\$9,040	\$8,360	\$7,030	\$5,930	\$4,570
4/C per Issue	\$14,550	\$13,530	\$12,790	\$11,490	\$10,810	\$9,480	\$8,380	\$7,020
Total Program	\$14,550	\$54,120	\$102,320	\$149,370	\$194,580	\$246,480	\$284,920	\$365,040
Junior Page - vertical or horizontal -- or 2/3 Vertical								
2008 Rate Per Issue	\$10,500	\$9,910	\$8,515	\$6,340	\$5,350	\$4,370	\$3,640	\$2,960
4/C per Issue	\$12,950	\$12,360	\$10,965	\$8,790	\$7,800	\$6,820	\$6,090	\$5,410
Total Program	\$12,950	\$49,440	\$87,720	\$114,270	\$140,400	\$177,320	\$207,060	\$281,320
1/3 page square -- or 2/5 Vertical								
2008 Rate Per Issue	\$6,260	\$5,520	\$4,910	\$3,880	\$3,265	\$2,700	\$2,460	\$1,970
4/C per Issue	\$7,510	\$6,770	\$6,160	\$5,130	\$4,515	\$3,950	\$3,710	\$3,220
Total Program	\$7,510	\$27,080	\$49,280	\$66,690	\$81,270	\$102,700	\$126,140	\$167,440
1/5 page vertical or horizontal								
2008 Rate Per Issue	\$3,410	\$3,245	\$2,480	\$2,185	\$2,010	\$1,770	\$1,530	\$1,420
4/C per Issue	\$4,660	\$4,495	\$3,730	\$3,435	\$3,260	\$3,020	\$2,780	\$2,670
Total Program	\$4,660	\$17,980	\$29,840	\$44,655	\$58,680	\$78,520	\$94,520	\$138,840
1/6 page vertical or horizontal								
2008 Rate Per Issue	\$2,950	\$2,775	\$2,240	\$2,010	\$1,705	\$1,475	\$1,355	\$1,235
4/C per Issue	\$4,200	\$4,025	\$3,490	\$3,260	\$2,955	\$2,725	\$2,605	\$2,485
Total Program	\$4,200	\$16,100	\$27,920	\$42,380	\$53,190	\$70,850	\$88,570	\$129,220
STRIPS								
STANDARD STRIP								
2008 Rate Per Issue	\$5,640	\$4,775	\$4,220	\$3,355	\$3,070	\$2,590	\$2,205	\$1,925
4/C per Issue	\$6,890	\$6,025	\$5,470	\$4,605	\$4,320	\$3,840	\$3,455	\$3,175
Total Program	\$6,890	\$24,100	\$43,760	\$59,865	\$77,760	\$99,840	\$117,470	\$165,100
SUPER STRIP								
2008 Rate Per Issue	\$7,170	\$6,750	\$6,330	\$5,135	\$4,525	\$3,880	\$3,430	\$2,815
4/C per Issue	\$8,420	\$8,000	\$7,580	\$6,385	\$5,775	\$5,130	\$4,680	\$4,065
Total Program	\$8,420	\$32,000	\$60,640	\$83,005	\$103,950	\$133,380	\$159,120	\$211,380
2-Color:	Page:	+ \$1085	Special Color - Additional					
(Includes tabloid and magazine size)			Matched		+ \$1000			
Fractional:	Page:	+ \$545						
PREMIUMS								
4-Color:	Page:	+ \$2450	Pages 3 & 5		+ 15%	Guaranteed Positions		+ 10%
(Includes tabloid and magazine size)			Back Cover		+ 20%	Bleed		+ 10%
Fractional:	Page:	+ \$1250	Inside Back Cover		+ 15%			