

2010 Rate Card

FOUR COLOR RATES *	1X	3X	6X	13X	26X	52X
TABLOID PAGE	\$ 19,880	\$ 18,890	\$ 17,950	\$ 14,360	\$ 12,920	\$ 12,270
BLEED MAGAZINE PAGE	17,460	16,590	15,760	12,610	11,350	10,780
STANDARD MAGAZINE PAGE	16,780	15,940	15,140	12,110	10,900	10,360
1/2 TABLOID PAGE	13,440	12,770	12,130	9,700	8,730	8,290
1/3 TABLOID	12,170	11,560	10,980	8,780	7,900	7,510
1/4 TABLOID VERTICAL/HORIZONTAL	10,810	10,270	9,760	7,810	7,030	6,680
2/3 MAGAZINE SQUARE	6,270	5,960	5,660	4,530	4,080	3,880
1/7 TAB SQUARE	5,990	5,690	5,410	4,330	3,900	3,710
STRIP AD	4,920	4,670	4,440	3,550	3,200	3,040
SPREAD RATES:						
TAB SPREAD	\$ 29,820	\$ 28,330	\$ 26,910	\$ 21,530	\$ 19,380	\$ 18,410
BLEED MAGAZINE SPREAD	26,190	24,880	23,640	18,910	17,020	16,170
STANDARD MAGAZINE SPREAD	25,170	23,910	22,710	18,170	16,350	15,530
1/2 TABLOID SPREAD	24,400	23,180	22,020	17,620	15,860	15,070

* For Black & White advertisements, take 10% off the above prices.

COVER PREMIUMS	1X	3X	6X	13X	26X	52X
COVER I	\$ 39,760	\$ 37,770	\$ 35,880	\$ 28,700	\$ 25,830	\$ 24,540
COVER II	21,868	20,770	19,730	15,780	14,200	13,490
COVER III	20,874	19,830	18,840	15,070	13,560	12,880
COVER IV	23,856	22,660	21,530	17,220	15,500	14,730
JEWEL BOX	9,050	8,600	8,170	6,540	5,890	5,600