

2009 Rate Card

FOUR COLOR RATES	1X	3X	6X	13X	26X	48X
TABLOID PAGE	\$ 19,880	\$ 19,490	\$ 19,320	\$ 17,140	\$ 11,750	\$ 10,380
BLEED MAGAZINE PAGE	17,460	16,790	16,420	14,980	10,570	9,440
STANDARD MAGAZINE PAGE	16,780	16,160	15,740	14,320	10,100	9,180
1/2 TABLOID PAGE	13,440	13,050	12,850	11,760	9,580	8,370
2/5 TABLOID	12,170	11,780	11,480	10,320	8,510	7,550
1/4 TABLOID VERTICAL/HORIZONTAL	10,810	10,490	10,110	8,780	7,380	6,610
2/3 MAGAZINE SQUARE	6,270	5,960	5,660	5,040	4,590	-
1/7 TAB SQUARE	5,990	5,450	4,950	4,470	3,750	-
STRIP AD	4,920	4,480	4,070	3,680	3,090	-
JEWEL BOX	9,050	8,175	7,425	6,755	5,630	-
SPREAD RATES:						
TAB SPREAD	\$ 34,680	\$ 33,630	\$ 33,420	\$ 28,820	\$ 21,640	\$ 18,570
BLEED MAGAZINE SPREAD	33,350	32,060	31,190	28,380	19,490	17,200
STANDARD MAGAZINE SPREAD	32,010	30,750	29,870	27,090	18,540	16,680
1/2 TABLOID SPREAD	24,400	23,710	23,280	21,020	14,100	13,190

BLACK & WHITE RATES	1X	3X	6X	13X	26X	48X
TABLOID PAGE	\$ 16,340	\$ 15,950	\$ 15,780	\$ 13,600	\$ 8,210	\$ 6,840
BLEED MAGAZINE PAGE	13,920	13,250	12,880	11,440	7,030	5,900
STANDARD MAGAZINE PAGE	13,240	12,620	12,200	10,780	6,560	5,640
1/2 TABLOID PAGE	9,900	9,510	9,310	8,220	6,040	4,830
2/5 TABLOID	8,630	8,240	7,940	6,780	4,970	4,010
1/4 TABLOID VERTICAL/HORIZONTAL	7,270	6,950	6,570	5,240	3,840	3,070
SPREAD RATES:						
TAB SPREAD	\$ 29,210	\$ 28,160	\$ 27,950	\$ 23,350	\$ 16,170	\$ 13,100
BLEED MAGAZINE SPREAD	27,880	26,590	25,720	22,910	14,020	11,730
STANDARD MAGAZINE SPREAD	26,540	25,280	24,400	21,620	13,070	11,210
1/2 TABLOID SPREAD	20,860	20,170	19,740	17,480	10,560	9,650
INCH RATE 10-39	430	420	380	300	-	-
< 10 INCHES	530	510	500	500	-	-

COLOR RATES			
STANDARD 1 PAGE	\$ 1,230	STANDARD 2 PAGE	\$ 1,770
MATCHED COLOR 1 PAGE	1,530	MATCHED COLOR 2 PAGE	2,320
4 COLOR 1 PAGE	3,540	4 COLOR 2 PAGE	5,470