

Rates

*Effective with the January/February 2010 issue

Rate Base: 650,000

GENERAL DISPLAY RATES

4-Color	1x	3x (5%)	6x (8%)	9x (10%)	12x (12%)
Full Page	\$48,400	\$46,000	\$44,550	\$43,550	\$42,600
2/3 Page	\$34,200	\$32,500	\$31,450	\$30,800	\$30,100
1/2 Page	\$26,600	\$25,250	\$24,450	\$23,950	\$23,400
1/3 Page	\$20,100	\$19,100	\$18,500	\$18,100	\$17,700
Black & White	1x	3x	6x	9x	12x
Full Page	\$38,100	\$36,200	\$35,050	\$34,300	\$33,550
2/3 Page	\$29,950	\$25,600	\$24,800	\$24,250	\$23,700
1/2 Page	\$20,900	\$19,850	\$19,250	\$18,800	\$18,400
1/3 Page	\$15,900	\$15,100	\$14,650	\$14,300	\$14,000
Premium Pages	1x	3x	6x	9x	12x
Cover 2	\$60,500	\$57,500	\$55,700	\$54,450	\$53,250
Cover 3	\$53,250	\$50,600	\$49,000	\$47,900	\$46,850
Page 1	\$48,200	\$45,800	\$44,350	\$43,400	\$42,450
Cover 4	\$62,900	\$59,800	\$57,900	\$56,600	\$55,400

Please call your sales representative for rates for 2 page spreads, A/B splits, special positions, insert cards, and Publishers' discount for publishers of books and music.

SPECIAL ADVERTISING SECTION RATES

Connections: Includes reader service program, typesetting, camera work, and label processing. Camera ready ads are not accepted. Section is non-commissionable.

Connections	1x
1/10 Page 4-Color	\$3,000

SPECIAL ADVERTISING SECTION RATES

Marketplace: Camera ready art required. Reader service available for additional \$100 per insertion. Section is non-commissionable.

Marketplace 4C	1x
Full Page	\$22,700
2/3 Page	\$16,050
1/2 Page	\$12,450
1/3 Page	\$9,450
1/6 Page	\$5,050
1/12 Page	\$2,600

Marketplace B/W	1x
Full Page	\$17,850
2/3 Page	\$12,650
1/2 Page	\$9,750
1/3 Page	\$7,400
1/6 Page	\$3,800
1/12 Page	\$1,925
1" Display Classified	\$1,175

Add \$150 to add color to your 1" Display Classified