



## 2017 ADVERTISING RATES

RATES EFFECTIVE JANUARY 1, 2017

For closing dates, please contact your account manager.

### BLACK-AND-WHITE RATES

Page Size	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
<b>Full Page</b>	\$5,510	\$5,375	\$5,305	\$5,135	\$5,050	\$4,940	\$4,785	\$4,600	\$4,550	\$4,475	\$4,395	\$4,275	\$4,200
<b>2/3 Page</b>	4,500	4,375	4,305	4,175	4,110	4,030	3,895	3,740	3,695	3,635	3,570	3,480	3,400
<b>1/2 Page</b>	3,595	3,515	3,505	3,400	3,350	3,275	3,165	3,055	2,990	2,950	2,890	2,830	2,780
<b>1/3 Page</b>	2,795	2,700	2,690	2,620	2,580	2,510	2,425	2,335	2,315	2,265	2,220	2,165	2,130
<b>1/4 Page</b>	2,245	2,165	2,160	2,090	2,065	2,010	1,950	1,865	1,845	1,810	1,780	1,740	1,695

### BLACK-AND-WHITE + 4 COLOR RATES

Page Size	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
<b>Full Page</b>	\$7,710	\$7,575	\$7,505	\$7,335	\$7,250	\$7,140	\$6,985	\$6,800	\$6,750	\$6,675	\$6,595	\$6,475	\$6,400
<b>2/3 Page</b>	6,700	6,575	6,505	6,375	6,310	6,230	6,095	5,940	5,895	5,835	5,770	5,680	5,600
<b>1/2 Page</b>	5,795	5,715	5,705	5,600	5,550	5,475	5,365	5,255	5,190	5,150	5,090	5,030	4,980
<b>1/3 Page</b>	4,995	4,900	4,890	4,820	4,780	4,710	4,625	4,535	4,515	4,465	4,420	4,365	4,330
<b>1/4 Page</b>	4,445	4,365	4,360	4,290	4,265	4,210	4,150	4,065	4,045	4,010	3,980	3,940	3,895

### INSERT RATES

Page Size	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
<b>2 Page Insert</b>	\$11,340	\$11,175	\$11,010	\$10,690	\$10,520	\$10,265	\$9,985	\$9,595	\$9,500	\$9,310	\$9,130	\$8,945	\$8,790
<b>4 Page Insert</b>	N/A	22,000	21,655	21,015	20,700	20,195	19,600	18,840	18,645	18,275	17,910	17,565	17,215
<b>6 Page Insert</b>	N/A	N/A	32,310	31,360	30,880	30,105	29,245	28,085	27,790	27,260	26,710	26,190	25,675
<b>8 Page Insert</b>	N/A	N/A	42,960	41,660	41,045	40,035	38,860	37,320	36,965	36,220	35,475	34,790	34,125
<b>10 Page Insert</b>	N/A	N/A	53,615	51,990	51,210	49,940	48,485	46,555	46,105	45,195	44,260	43,410	42,585

### COLOR RATES

<b>Standard color</b>	\$1,155
<b>Matched color</b>	\$1,465
<b>Matched color metallic</b>	\$1,785
<b>Three &amp; Four color</b>	\$2,200
<b>Five color</b>	\$3,665

### POSITIONS

<b>2ND COVER</b>	35% premium above earned B&W rate, plus 4-color charges
<b>3RD COVER</b>	Sold only in combination with 4th cover
<b>4TH COVER</b>	60% premium above earned B&W rate, plus 4-color charges
<b>OPP T OF C 1ST PG</b>	15% premium above earned B&W rate, plus color charges
<b>OPP T OF C 2ND PG</b>	15% premium above earned B&W rate, plus color charges
<b>CONS RIGHT HAND PGS</b>	15% premium above earned B&W rate, plus color charges
<b>OPP EDITORIAL</b>	15% premium above earned B&W rate, plus color charges
<b>OTHER PREFERRED POS</b>	10% premium above earned B&W rate, plus color charges

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FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER