



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
Full Page	\$3,170	\$3,115	\$3,080	\$3,045	\$2,985	\$2,935	\$2,855	\$2,760	\$2,705	\$2,620	\$2,500	\$2,425	\$2,360
1/2 Page	2,270	2,240	2,205	2,140	2,080	2,020	1,920	1,840	1,770	1,710	1,650	1,555	1,545

BLACK-AND-WHITE + 4 COLOR RATES

Page Size	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
Full Page	\$4,795	\$4,740	\$4,705	\$4,670	\$4,610	\$4,560	\$4,480	\$4,385	\$4,330	\$4,245	\$4,125	\$4,050	\$3,985
1/2 Page	3,895	3,865	3,830	3,765	3,705	3,645	3,545	3,465	3,395	3,335	3,275	3,180	3,170

INSERT RATES

Page Size	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
2 Page Insert	\$6,340	\$6,225	\$6,170	\$6,075	\$5,975	\$5,860	\$5,705	\$5,515	\$5,415	\$5,240	\$4,990	\$4,845	\$4,730
4 Page Insert	N/A	12,440	12,335	12,175	11,950	11,735	11,420	11,040	10,820	10,470	9,995	9,690	9,465
6 Page Insert	N/A	N/A	18,505	18,255	17,905	17,605	17,125	16,575	16,225	15,715	14,985	14,535	14,190
8 Page Insert	N/A	N/A	24,660	24,345	23,880	23,475	22,835	22,095	21,625	20,945	19,980	19,385	18,920
10 Page Insert	N/A	N/A	30,830	30,425	29,855	29,335	28,525	27,615	27,040	26,185	24,970	24,225	23,655
12 Page Insert	N/A	N/A	N/A	36,520	35,830	35,210	34,235	33,135	32,455	31,415	29,975	29,065	28,385
16 Page Insert	N/A	N/A	N/A	48,690	47,765	46,945	45,650	44,185	43,270	41,885	39,960	38,765	37,855

COLOR RATES

Standard color	\$740
Matched color	\$870
Matched color metallic	\$1,505
Three & Four color	\$1,625
Five color	\$2,495

Positions

2ND COVER	B&W earned rate plus 30%, add color charges
3RD COVER	B&W earned rate plus 20%, add color charges
4TH COVER	B&W earned rate plus 50%, add color charges (4/c only)
OPP OTHER FEATURES	B&W earned rate plus 10%, add color charges
OPP T OF C	B&W earned rate plus 10%, add color charges

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FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER