



2017 ADVERTISING RATES

RATES EFFECTIVE JANUARY 1, 2017

For closing dates, please contact your account manager.

BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x
Full Page	\$7,045	\$6,725	\$6,390	\$5,910	\$5,855	\$5,805	\$5,795	\$5,740	\$5,500	\$5,475	\$5,450
2/3 Page	6,795	6,250	5,890	5,520	5,475	5,400	5,380	5,355	5,190	5,170	5,155
1/2 Page	6,330	5,770	5,410	5,055	5,025	4,945	4,915	4,905	4,735	4,710	4,685
1/3 Page	5,890	5,345	5,025	4,675	4,630	4,535	4,530	4,500	4,415	4,385	4,355
1/4 Page	5,535	5,190	4,895	4,485	4,350	4,225	4,175	4,140	4,030	3,975	3,930

BLACK-AND-WHITE + 4 COLOR RATES

Page Size	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x
Full Page	\$9,635	\$9,315	\$8,980	\$8,500	\$8,445	\$8,395	\$8,385	\$8,330	\$8,090	\$8,065	\$8,040
2/3 Page	9,385	8,840	8,480	8,110	8,065	7,990	7,970	7,945	7,780	7,760	7,745
1/2 Page	8,920	8,360	8,000	7,645	7,615	7,535	7,505	7,495	7,325	7,300	7,275
1/3 Page	8,480	7,935	7,615	7,265	7,220	7,125	7,120	7,090	7,005	6,975	6,945
1/4 Page	8,125	7,780	7,485	7,075	6,940	6,815	6,765	6,730	6,620	6,565	6,520

INSERT RATES

Page Size	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x
2 Page Insert	\$14,135	\$13,505	\$12,900	\$11,775	\$11,670	\$11,590	\$11,485	\$11,295	\$10,935	\$10,875	\$10,815
4 Page Insert	27,935	26,690	25,480	23,230	23,030	22,870	22,675	22,290	21,570	21,450	21,335
6 Page Insert	N/A	40,195	38,380	34,995	34,705	34,455	34,160	33,580	32,495	32,320	32,140
8 Page Insert	N/A	53,390	50,960	46,460	46,075	45,735	45,345	44,580	43,135	42,905	42,650
10 Page Insert	N/A	67,210	64,170	58,520	58,040	57,620	57,145	56,165	54,375	54,075	53,770
12 Page Insert	N/A	N/A	76,755	69,985	69,405	68,900	68,320	67,165	65,010	64,650	64,295
16 Page Insert	N/A	N/A	101,910	92,905	92,145	91,470	90,690	89,150	86,280	85,795	85,320
24 Page Insert	N/A	N/A	N/A	138,765	137,615	136,600	135,440	133,135	128,815	128,095	127,375

Rates and discounts are not applicable to special issues.

COLOR RATES

Standard	\$1,180
Matched color	\$1,540
Metallic	\$2,225
Four color	\$2,590
Five color	\$4,130

POSITIONS

2nd Cover	25% premium above earned B&W rate, plus color charges
4th Cover	50% premium above earned B&W rate, plus color charges
Opp T of C	15% premium above earned B&W rate, plus color charges

FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER

CONTACT INFORMATION

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INSERTION ORDERS:

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PRODUCTION:

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ANNUAL DIRECTORY: 2018

Issuance 1x/year
Issued 12/2017

Full Page (B&W)	\$7,975
1/2 Page (B&W)	\$6,955
BRC	\$7,975

Cover 2: 25% premium above B&W rate, plus color
Cover 4: 50% premium above B&W rate, plus color

Directory Color Rates

2 color standard	\$1,145
2 color matched	\$1,495
3 & 4-color	\$2,515
5 Color	\$4,010
6 Color	\$5,505
Metallic	\$2,160
4C + metallic	\$4,675

Directory Insert Rates

2 Page Insert	\$12,735	4 Page Insert	\$27,590
6 Page Insert	\$38,030	8 Page Insert	\$53,635
10 Page Insert	\$64,370	12 Page Insert	\$80,930
16 Page Insert	\$102,315	24 Page Insert	\$159,090

Directory rates include digital premium to print (must buy into print and digital edition; no option for either one).