

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	72x	96x	120x	144x	192x	240x	288x	396x	504x
Full Page	\$8,990	\$8,365	\$8,040	\$7,705	\$7,395	\$7,105	\$6,835	\$6,700	\$6,605	\$6,540	\$6,480	\$6,410	\$6,350	\$6,290	\$6,220
2/3 Page	7,650	7,150	6,745	6,505	6,225	5,985	5,760	5,640	5,550	5,505	5,460	5,415	5,360	5,315	5,270
1/2 Page	5,485	5,115	4,840	4,630	4,445	4,255	4,105	4,010	3,955	3,930	3,905	3,880	3,850	3,825	3,795
1/3 Page	5,080	4,690	4,495	4,305	4,145	3,955	3,820	3,760	3,710	3,660	3,610	3,565	3,515	3,470	3,425

BLACK-AND-WHITE + 4 COLOR RATES

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
Full Page	\$11,920	\$11,295	\$10,970	\$10,635	\$10,325	\$10,035	\$9,765	\$9,630	\$9,535	\$9,470	\$9,410	\$9,340	\$9,280	\$9,220	\$9,150
2/3 Page	10,580	10,080	9,675	9,435	9,155	8,915	8,690	8,570	8,480	8,435	8,390	8,345	8,290	8,245	8,200
1/2 Page	8,415	8,045	7,770	7,560	7,375	7,185	7,035	6,940	6,885	6,860	6,835	6,810	6,780	6,755	6,725
1/3 Page	8,010	7,620	7,425	7,235	7,075	6,885	6,750	6,690	6,640	6,590	6,540	6,495	6,445	6,400	6,355

INSERT RATES

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
2 Page Insert	\$18,635	\$17,400	\$16,720	\$16,030	\$15,395	\$14,835	\$14,305	\$14,015	\$13,845	\$13,685	\$13,550	\$13,410	\$13,275	\$13,145	\$13,015
4 Page Insert	N/A	34,270	32,900	31,545	30,255	29,140	28,120	27,540	27,150	26,840	26,570	26,305	26,040	25,780	25,520
6 Page Insert	N/A	51,080	49,085	47,070	45,125	43,420	41,895	41,035	40,470	39,990	39,595	39,195	38,800	38,415	38,035
8 Page Insert	N/A	67,925	65,245	62,585	60,025	57,695	55,660	54,545	53,775	53,150	52,620	52,090	51,570	51,055	50,545
10 Page Insert	N/A	84,775	81,375	77,995	74,750	71,970	69,350	67,960	67,075	66,265	65,600	64,940	64,300	63,655	63,015

COLOR RATES

Standard color	\$1,265
Matched color	\$1,485
Matched color metallic	\$2,420
Three & Four color	\$2,930
Five color	\$4,415

POSITIONS

2nd cover*	35% premium above earned B&W rate, plus 4-color charges
4th cover*	50% premium above earned B&W rate, plus 4-color charges
T of C page 1*	15% premium above earned B&W rate, plus color charges
T of C page 2*	15% premium above earned B&W rate, plus color charges
Opp Editorial	10% premium above earned B&W rate, plus color charges
Other preferred positions	10% premium above earned B&W rate, plus color charges
*Premium applies to black-and-white rate of one page only	

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