



**2017 ADVERTISING RATES**

**RATES EFFECTIVE JANUARY 1, 2017**

For closing dates, please contact your account manager.

**BLACK & WHITE RATES**

	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	240x	288x
<b>Page</b>	\$2,780	\$2,730	\$2,650	\$2,575	\$2,500	\$2,420	\$2,345	\$2,265	\$2,215	\$2,165	\$2,110	\$2,060
<b>1/2 Page</b>	\$1,750	\$1,700	\$1,650	\$1,595	\$1,545	\$1,495	\$1,440	\$1,390	\$1,340	\$1,290	\$1,235	\$1,185
<b>1/4 Page</b>	\$1,365	\$1,315	\$1,260	\$1,210	\$1,160	\$1,105	\$1,055	\$1,005	\$955	\$925	\$875	\$825

**INSERT RATES**

	1x	6x	12x	24x	36x	48x	60x	72x	96x	120x	240x	288x
<b>2 Page</b>	\$5,560	\$5,460	\$5,305	\$5,150	\$4,995	\$4,840	\$4,685	\$4,530	\$4,430	\$4,325	\$4,225	\$4,120
<b>4 Page</b>	\$11,125	\$10,920	\$10,610	\$10,300	\$9,990	\$9,680	\$9,375	\$9,065	\$8,860	\$8,650	\$8,445	\$8,240
<b>6 Page</b>	\$16,685	\$16,375	\$15,915	\$15,450	\$14,985	\$14,525	\$14,060	\$13,595	\$13,285	\$12,980	\$12,670	\$12,360
<b>8 Page</b>	\$22,250	\$21,835	\$21,220	\$20,600	\$19,980	\$19,365	\$18,745	\$18,130	\$17,715	\$17,305	\$16,890	\$16,480

**COLOR RATES**

<b>Standard 2C</b>	\$650
<b>Matched</b>	\$950
<b>Metallic</b>	\$250
<b>Three &amp; Four-Color</b>	\$1,805

**POSITIONS**

Cover 2 – Earned page rate + 30% (plus color)
Cover 4 – Earned page rate + 60% (plus color)
TOC – Earned page rate + 25% (plus color)
OPP first editorial – Earned page rate + 25% (plus color)
Please consult account manager for additional special positions.

**CONTACT INFORMATION**

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**FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER**