

RATES EFFECTIVE JANUARY 1, 2017

For closing dates, please contact your account manager.

### BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
King size page	\$5,525	\$5,270	\$5,245	\$5,175	\$5,090	\$5,005	\$4,875	\$4,790	\$4,675	\$4,600	\$4,575	\$4,465
King 3/4 page	4,930	4,685	4,670	4,610	4,545	4,465	4,345	4,275	4,165	4,110	4,090	3,980
King 1/2 page	3,575	3,390	3,375	3,340	3,275	3,230	3,145	3,090	3,010	2,975	2,955	2,875
Jr page	3,735	3,555	3,540	3,505	3,435	3,380	3,290	3,240	3,155	3,115	3,090	3,020
Jr 2/3 page	2,865	2,710	2,700	2,680	2,635	2,595	2,525	2,490	2,420	2,380	2,370	2,315
Jr 1/2 page	2,590	2,435	2,425	2,400	2,360	2,325	2,265	2,225	2,160	2,125	2,115	2,065
Jr 1/3 page	2,080	1,990	1,985	1,955	1,925	1,895	1,845	1,820	1,770	1,750	1,715	1,680

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

Page Size	1x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
King size page	\$7,465	\$7,210	\$7,185	\$7,115	\$7,030	\$6,945	\$6,815	\$6,730	\$6,615	\$6,540	\$6,515	\$6,405
King 3/4 page	6,870	6,625	6,610	6,550	6,485	6,405	6,285	6,215	6,105	6,050	6,030	5,920
King 1/2 page	5,515	5,330	5,315	5,280	5,215	5,170	5,085	5,030	4,950	4,915	4,895	4,815
Jr page	5,675	5,495	5,480	5,445	5,375	5,320	5,230	5,180	5,095	5,055	5,030	4,960
Jr 2/3 page	4,805	4,650	4,640	4,620	4,575	4,535	4,465	4,430	4,360	4,320	4,310	4,255
Jr 1/2 page	4,530	4,375	4,365	4,340	4,300	4,265	4,205	4,165	4,100	4,065	4,055	4,005
Jr 1/3 page	4,020	3,930	3,925	3,895	3,865	3,835	3,785	3,760	3,710	3,690	3,655	3,620

### INSERT RATES - KING SIZE

Page Size	1x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
2 Page Insert	\$12,155	\$11,630	\$11,575	\$11,470	\$11,285	\$11,110	\$10,850	\$10,685	\$10,445	\$10,305	\$10,245	\$10,035
4 Page Insert	23,220	22,160	22,060	21,830	21,460	21,110	20,600	20,275	19,785	19,515	19,395	18,980
6 Page Insert	NA	32,680	32,540	32,195	31,635	31,110	30,350	29,860	29,135	28,715	28,540	27,915
8 Page Insert	NA	43,200	43,020	42,565	41,810	41,115	40,100	39,450	38,475	37,915	37,690	36,850
10 Page Insert	NA	53,730	53,500	52,920	51,995	51,125	49,845	49,040	47,815	47,120	46,835	45,795

### INSERT RATES - ISLAND SIZE

Page Size	1x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
2 Page Insert	\$8,580	\$8,220	\$8,180	\$8,105	\$7,975	\$7,860	\$7,685	\$7,580	\$7,405	\$7,330	\$7,290	\$7,140
4 Page Insert	16,055	15,335	15,265	15,105	14,850	14,620	14,275	14,065	13,715	13,550	13,485	13,180
6 Page Insert	NA	22,455	22,350	22,100	21,725	21,375	20,855	20,545	20,015	19,775	19,670	19,220
8 Page Insert	NA	29,575	29,435	29,110	28,595	28,130	27,440	27,025	26,330	26,000	25,865	25,260
10 Page Insert	NA	36,685	36,525	36,110	35,475	34,895	34,030	33,510	32,635	32,225	32,050	31,300

### COLOR RATES

Standard color	\$1,185
Matched color	\$1,395
Metallic	\$1,700
Four color	\$1,940
Fifth color	\$3,335

### Position Charges

Cover 4	B&W earned rate plus 50% (King size only), plus color charges
Cover 2	B&W earned rate plus 25% (King size only), plus color charges
Page 5 (1st ad in)	B&W earned rate plus 10%, plus color charges
Center Spread	B&W earned rate plus 15%, plus color charges
Opposite Self Assessment Quiz	B&W earned rate plus 10%, plus color charges
Opposite Patient Tips	B&W earned rate plus 10%, plus color charges
1st Insert	Earned insert rate plus 10%

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