



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	24x	36x	48x	60x	72x	96x	120x	144x
Full Page	\$6,380	\$6,370	\$6,335	\$6,180	\$6,070	\$5,905	\$5,645	\$5,605	\$5,510	\$5,300	\$5,170	\$5,080
2/3 PAGE	5,705	5,670	5,645	5,550	5,415	5,325	5,150	5,060	4,995	4,755	4,650	4,560
1/2 PAGE	4,555	4,540	4,525	4,405	4,325	4,215	4,080	4,035	3,925	3,785	3,690	3,640
1/3 PAGE	3,385	3,365	3,355	3,255	3,195	3,100	2,995	2,980	2,935	2,790	2,730	2,690
1/4 PAGE	2,625	2,610	2,605	2,545	2,480	2,395	2,320	2,315	2,275	2,185	2,120	2,100

BLACK-AND-WHITE + 4 COLOR RATES

Page Size	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x
Full Page	\$10,010	\$10,000	\$9,965	\$9,810	\$9,700	\$9,535	\$9,275	\$9,235	\$9,140	\$8,930	\$8,800	\$8,710
2/3 Page	9,335	9,300	9,275	9,180	9,045	8,955	8,780	8,690	8,625	8,385	8,280	8,190
1/2 Page	8,185	8,170	8,155	8,035	7,955	7,845	7,710	7,665	7,555	7,415	7,320	7,270
1/3 Page	7,015	6,995	6,985	6,885	6,825	6,730	6,625	6,610	6,565	6,420	6,360	6,320
1/4 Page	6,255	6,240	6,235	6,175	6,110	6,025	5,950	5,945	5,905	5,815	5,750	5,730

INSERT RATES

Page Size	1x	3x	6x	12x	24x	36x	48x	60x	72x	96x	120x	144x
2 Page Insert	\$12,410	\$12,395	\$12,315	\$12,005	\$11,775	\$11,515	\$11,040	\$10,940	\$10,765	\$10,375	\$10,125	\$9,970
4 Page Insert	N/A	24,285	24,150	23,555	23,065	22,550	21,595	21,380	21,085	20,250	19,820	19,470
6 Page Insert	N/A	N/A	35,970	35,085	34,365	33,575	32,160	31,855	31,345	30,155	29,385	28,965
8 Page Insert	N/A	N/A	47,625	46,420	45,460	44,425	42,530	42,130	41,465	39,875	38,855	38,280
10 Page Insert	N/A	N/A	59,125	57,630	56,475	55,145	52,780	52,295	50,035	49,450	48,210	47,490

COLOR RATES

Standard color	\$1,325
Matched color	\$1,880
Matched color metallic	\$2,575
Three & Four color	\$3,630
Five color	\$5,510

POSITIONS

2nd cover	40% premium above earned B&W rate, plus 4-color charges
3rd cover	15% premium above earned B&W rate, plus color charges
4th cover	60% premium above earned B&W rate, plus 4-color charges
Opp T of C	15% premium above earned B&W rate, plus color charges
Opp Editorial	15% premium above earned B&W rate, plus color charges
Opp Masthead	15% premium above earned B&W rate, plus color charges
Consecutive right hand pages	15% premium above earned B&W rate, plus color charges
Other preferred positions	10% premium above earned B&W rate, plus color charges

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FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER