

## 2017 ADVERTISING RATES

RATES EFFECTIVE JANUARY 1, 2017

For closing dates, please contact your account manager.

### Black & White Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
<b>King</b>	\$4,365	\$4,340	\$4,310	\$4,215	\$4,075	\$4,045	\$3,830	\$3,815	\$3,775	\$3,775	\$3,775	\$3,775	\$3,775
<b>3/4 Page</b>	3,925	3,895	3,855	3,790	3,705	3,660	3,560	3,480	3,405	3,405	3,405	3,405	3,405
<b>Island Page</b>	2,935	2,910	2,850	2,770	2,730	2,695	2,550	2,500	2,445	2,445	2,445	2,445	2,445
<b>1/2 page</b>	2,620	2,590	2,550	2,500	2,445	2,400	2,300	2,245	2,200	2,200	2,200	2,200	2,200
<b>1/4 Page</b>	1,705	1,690	1,660	1,640	1,570	1,555	1,510	1,500	1,450	1,450	1,450	1,450	1,450

### Black-and-White (ROB) + 4-Color Rates

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
<b>King</b>	\$6,315	\$6,290	\$6,260	\$6,165	\$6,025	\$5,995	\$5,780	\$5,765	\$5,725	\$5,725	\$5,725	\$5,725	\$5,725
<b>3/4 Page</b>	5,875	5,845	5,805	5,740	5,655	5,610	5,510	5,430	5,355	5,355	5,355	5,355	5,355
<b>Island Page</b>	4,885	4,860	4,800	4,720	4,680	4,645	4,500	4,450	4,395	4,395	4,395	4,395	4,395
<b>1/2 page</b>	4,570	4,540	4,500	4,450	4,395	4,350	4,250	4,195	4,150	4,150	4,150	4,150	4,150
<b>1/4 Page</b>	3,655	3,640	3,610	3,590	3,520	3,505	3,460	3,450	3,400	3,400	3,400	3,400	3,400

### Insert Rates

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
<b>2-Page A-size</b>	\$6,040	\$6,000	\$5,865	\$5,700	\$5,630	\$5,545	\$5,260	\$5,145	\$5,040	\$5,040	\$5,040	\$5,040	\$5,040
<b>2-Page King</b>	8,990	8,940	8,885	8,680	8,390	8,330	7,890	7,855	7,780	7,780	7,780	7,780	7,780
<b>4-Page A-size</b>	12,080	12,000	11,730	11,410	11,260	11,105	10,510	10,295	10,075	10,075	10,075	10,075	10,075
<b>4-Page King</b>	17,990	17,875	17,775	17,350	16,785	16,650	15,780	15,715	15,560	15,560	15,560	15,560	15,560
<b>6-Page A-size</b>	18,135	18,000	17,610	17,115	16,880	16,650	15,770	15,440	15,110	15,110	15,110	15,110	15,110
<b>6-Page King</b>	26,980	26,815	26,650	26,030	25,175	24,980	23,670	23,565	23,340	23,340	23,340	23,340	23,340
<b>8-Page A-size</b>	24,175	24,000	23,475	22,815	22,510	22,205	21,020	20,585	20,150	20,150	20,150	20,150	20,150
<b>8-Page King</b>	35,975	35,750	35,535	34,705	33,570	33,305	31,555	31,430	31,120	31,120	31,120	31,120	31,120

### Color Rates (In addition to black & white rates)

<b>Standard color</b>	\$1,125
<b>Matched color</b>	\$1,360
<b>Metallic ink</b>	\$165
<b>Four Color Rates</b>	\$1,950
<b>Fifth Color Rates</b>	\$3,085

### Special Positions

Page 3 – Earned king rate + 30% (plus color)
Fourth Cover – Earned king rate + 60% (plus color)
Center Spread – Earned king rate + 25% (plus color)
Please consult account manager for additional special positions.
BLEED Full-page bleed or gutter bleed (accepted for spreads only): no charge.

### PRINT ADVERTISING CONTACT INFORMATION

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