



## 2017 ADVERTISING RATES

RATES EFFECTIVE JANUARY 1, 2017

For closing dates, please contact your account manager.

### Black & White Rates

Page Size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$5,480	\$5,380	\$5,270	\$5,150	\$5,095	\$5,030	\$4,940	\$4,775	\$4,710	\$4,660	\$4,660	\$4,660
3/4 Page	4,465	4,370	4,295	4,195	4,145	4,105	4,015	3,875	3,835	3,785	3,785	3,785
Island Page	3,290	3,235	3,155	3,100	3,060	3,025	2,950	2,860	2,835	2,790	2,790	2,790
1/2 page	2,655	2,620	2,575	2,515	2,470	2,445	2,400	2,320	2,295	2,265	2,265	2,265
1/4 Page	2,075	2,045	1,995	1,955	1,935	1,920	1,875	1,810	1,790	1,765	1,765	1,765

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

Page Size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$7,645	\$7,545	\$7,435	\$7,315	\$7,260	\$7,195	\$7,105	\$6,940	\$6,875	\$6,825	\$6,825	\$6,825
3/4 Page	6,630	6,535	6,460	6,360	6,310	6,270	6,180	6,040	6,000	5,950	5,950	5,950
Island Page	5,455	5,400	5,320	5,265	5,225	5,190	5,115	5,025	5,000	4,955	4,955	4,955
1/2 page	4,820	4,785	4,740	4,680	4,635	4,610	4,565	4,485	4,460	4,430	4,430	4,430
1/4 Page	4,240	4,210	4,160	4,120	4,100	4,085	4,040	3,975	3,955	3,930	3,930	3,930

### Insert Rates

Page size	1x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2-Page A-size	\$6,770	\$6,670	\$6,505	\$6,380	\$6,310	\$6,225	\$6,070	\$5,885	\$5,835	\$5,755	\$5,755	\$5,755
2-Page King	11,290	11,095	10,850	10,610	10,490	10,370	10,175	9,835	9,705	9,605	9,605	9,605
4-Page A-size	13,550	13,330	13,005	12,760	12,605	12,455	12,155	11,785	11,670	11,495	11,495	11,495
4-Page King	22,580	22,180	21,700	21,225	20,980	20,740	20,350	19,670	19,410	19,210	19,210	19,210
6-Page A-size	20,325	19,995	19,505	19,145	18,915	18,690	18,225	17,670	17,505	17,245	17,245	17,245
6-Page King	33,865	33,275	32,555	31,830	31,470	31,110	30,525	29,505	29,115	28,815	28,815	28,815
8-Page A-size	27,100	26,660	26,010	25,525	25,220	24,915	24,300	23,555	23,340	22,990	22,990	22,990
8-Page King	45,150	44,365	43,400	42,440	41,955	41,485	40,690	39,335	38,815	38,420	38,420	38,420

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

Standard color	\$895
Matched color	\$1,090
Metallic ink	\$155
Four Color Rates	\$2,165
Fifth Color Rates	\$3,290

### 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