

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	96x	120x	144x	192x	240x	288x	396x	504x
King	\$23,525	\$22,350	\$21,510	\$20,700	\$20,410	\$19,865	\$19,425	\$19,240	\$19,055	\$18,930	\$18,810	\$18,690	\$18,335	\$17,980	\$17,635
3/4 Page	21,020	19,970	19,160	18,505	18,240	17,870	17,535	17,360	17,190	16,925	16,650	16,385	16,205	15,725	15,185
Island Page	15,760	14,980	14,405	13,870	13,685	13,310	13,015	12,895	12,775	12,695	12,600	12,520	12,280	12,060	11,815
1/2 page	15,580	14,845	14,275	13,745	13,530	13,245	12,875	12,700	12,530	12,460	12,390	12,330	12,070	11,925	11,695
1/4 Page	7,590	7,235	6,875	6,620	6,515	6,370	6,185	6,115	6,035	5,980	5,910	5,855	5,830	5,675	5,505

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

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
King	\$27,515	\$26,340	\$25,500	\$24,690	\$24,400	\$23,855	\$23,415	\$23,230	\$23,045	\$22,920	\$22,800	\$22,680	\$22,325	\$21,970	\$21,625
3/4 Page	25,010	23,960	23,150	22,495	22,230	21,860	21,525	21,350	21,180	20,915	20,640	20,375	20,195	19,715	19,175
Island Page	19,750	18,970	18,395	17,860	17,675	17,300	17,005	16,885	16,765	16,685	16,590	16,510	16,270	16,050	15,805
1/2 page	19,570	18,835	18,265	17,735	17,520	17,235	16,865	16,690	16,520	16,450	16,380	16,320	16,060	15,915	15,685
1/4 Page	11,580	11,225	10,865	10,610	10,505	10,360	10,175	10,105	10,025	9,970	9,900	9,845	9,820	9,665	9,495

Insert Rates

Page size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
2-Page A-size	\$32,465	\$30,860	\$29,680	\$28,575	\$28,190	\$27,420	\$26,805	\$26,670	\$26,325	\$26,195	\$26,060	\$25,790	\$25,295	\$24,850	\$24,340
2-Page King	48,460	46,045	44,310	42,635	42,050	40,920	40,015	39,815	39,255	39,060	38,860	38,495	37,765	37,030	36,320
4-Page A-size	64,930	61,720	59,360	57,150	56,385	54,830	53,605	53,340	52,650	52,380	52,125	51,575	50,595	49,700	48,670
4-Page King	96,925	92,095	88,620	85,275	84,100	81,845	80,030	79,630	78,500	78,110	77,720	76,995	75,530	74,065	72,645
6-Page A-size	97,395	92,575	89,040	85,725	84,575	82,250	80,415	80,015	78,975	78,580	78,185	77,370	75,890	74,545	73,005
6-Page King	145,385	138,145	132,930	127,910	126,145	122,765	120,045	119,450	117,755	117,170	116,580	115,490	113,295	111,095	108,965
8-Page A-size	129,855	123,435	118,715	114,300	112,770	109,665	107,220	106,680	105,295	104,770	104,245	103,150	101,185	99,395	97,340
8-Page King	193,845	184,190	177,235	170,555	168,195	163,695	160,060	159,265	157,005	156,220	155,435	153,990	151,055	148,130	145,290

Color Rates (In addition to black & white rates)

Standard color	\$1,870
Matched color	\$2,230
Metallic ink	\$280
Four Color Rates	\$3,990
Fifth Color Rates	\$6,960

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.

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