

2017 ADVERTISING RATES

RATES EFFECTIVE JANUARY 1, 2017

For closing dates, please contact your account manager.

BLACK-AND-WHITE RATES

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
Full Page	\$13,405	\$12,785	\$12,445	\$11,990	\$11,560	\$11,005	\$10,695	\$10,480	\$10,310	\$10,165	\$10,030	\$9,880	\$9,780	\$9,675	\$9,575
1/2 Page	8,405	8,040	7,760	7,470	7,205	6,840	6,665	6,585	6,535	6,515	6,495	6,475	6,450	6,425	6,400

BLACK-AND-WHITE + 4 COLOR RATES

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
Full Page	\$18,365	\$17,745	\$17,405	\$16,950	\$16,520	\$15,965	\$15,655	\$15,440	\$15,270	\$15,125	\$14,990	\$14,840	\$14,740	\$14,635	\$14,535
1/2 Page	13,365	13,000	12,720	12,430	12,165	11,800	11,625	11,545	11,495	11,475	11,455	11,435	11,410	11,385	11,360

INSERT RATE

Page Size	1x	6x	12x	24x	36x	48x	72x	96x	120x	144x	192x	240x	288x	396x	504x
2 Page Insert	N/A	\$26,140	\$25,430	\$24,505	\$23,635	\$22,540	\$21,925	\$21,485	\$21,165	\$20,835	\$20,555	\$20,255	\$20,040	\$19,835	\$19,640
4 Page Insert	N/A	N/A	50,405	48,575	46,810	44,625	43,435	42,550	41,865	41,225	40,655	40,075	39,645	39,240	38,845
6 Page Insert	N/A	N/A	75,380	72,650	70,000	66,690	64,910	63,595	62,580	61,605	60,760	59,885	59,245	58,640	58,060
8 Page Insert	N/A	N/A	N/A	96,715	93,215	88,750	86,375	84,650	83,280	82,000	80,865	79,705	78,855	78,040	77,270
10 Page Insert	N/A	N/A	N/A	120,695	116,285	110,815	107,785	105,620	103,980	102,355	100,940	99,485	98,430	97,415	96,450

Color Rates

Standard color	\$2,005
Matched color	\$2,690
Matched color metallic	\$4,340
Three & Four color	\$4,960
Five color	\$7,685

POSITIONS

2nd cover*	35% premium above earned B&W rate, plus 4-color charges
4th cover*	50% premium above earned B&W rate, plus 4-color charges
T of C page 1*	15% premium above earned B&W rate, plus color charges
T of C page 2*	15% premium above earned B&W rate, plus color charges
Opp Editorial	10% premium above earned B&W rate, plus color charges
Other preferred positions	10% premium above earned B&W rate, plus color charges
*Premium applies to black-and-white rate of one page only	

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FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER