

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
King	\$3,450	\$3,300	\$3,140	\$2,980	\$2,855	\$2,735	\$2,610	\$2,480	\$2,480	\$2,480	\$2,480	\$2,480	\$2,480
3/4 Page	3,160	3,035	2,895	2,765	2,630	2,520	2,420	2,305	2,305	2,305	2,305	2,305	2,305
Island Page	2,765	2,650	2,540	2,430	2,325	2,215	2,135	2,065	2,065	2,065	2,065	2,065	2,065
1/2 page	2,380	2,300	2,195	2,080	2,000	1,900	1,825	1,740	1,740	1,740	1,740	1,740	1,740
1/4 Page	1,400	1,370	1,345	1,330	1,275	1,275	1,275	1,275	1,275	1,275	1,275	1,275	1,275

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

Page Size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
King	\$5,450	\$5,300	\$5,140	\$4,980	\$4,855	\$4,735	\$4,610	\$4,480	\$4,480	\$4,480	\$4,480	\$4,480	\$4,480
3/4 Page	5,160	5,035	4,895	4,765	4,630	4,520	4,420	4,305	4,305	4,305	4,305	4,305	4,305
Island Page	4,765	4,650	4,540	4,430	4,325	4,215	4,135	4,065	4,065	4,065	4,065	4,065	4,065
1/2 page	4,380	4,300	4,195	4,080	4,000	3,900	3,825	3,740	3,740	3,740	3,740	3,740	3,740
1/4 Page	3,400	3,370	3,345	3,330	3,275	3,275	3,275	3,275	3,275	3,275	3,275	3,275	3,275

Insert Rates

Page size	1x	3x	6x	12x	24x	36x	48x	72x	120x	240x	288x	396x	504x
2-Page A-size	\$5,690	\$5,465	\$5,240	\$5,000	\$4,785	\$4,560	\$4,405	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250
2-Page King	7,100	6,795	6,475	6,145	5,875	5,640	5,375	5,115	5,115	5,115	5,115	5,115	5,115
4-Page A-size	11,385	10,930	10,465	10,010	9,575	9,115	8,805	8,505	8,505	8,505	8,505	8,505	8,505
4-Page King	14,205	13,595	12,935	12,280	11,765	11,280	10,755	10,230	10,230	10,230	10,230	10,230	10,230
6-Page A-size	17,085	16,390	15,700	15,010	14,360	13,670	13,215	12,750	12,750	12,750	12,750	12,750	12,750
6-Page King	21,310	20,390	19,410	18,420	17,640	16,920	16,130	15,340	15,340	15,340	15,340	15,340	15,340
8-Page A-size	22,775	21,855	20,935	20,020	19,145	18,225	17,620	17,000	17,000	17,000	17,000	17,000	17,000
8-Page King	28,415	27,185	25,875	24,565	23,515	22,555	21,505	20,455	20,455	20,455	20,455	20,455	20,455

Color Rates (In addition to black & white rates)

Standard color	\$1,095
Matched color	\$1,235
Metallic ink	\$160
Four Color Rates	\$2,000
Fifth Color Rates	\$3,070

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 sales representative for additional special positions.
BLEED Full-page bleed or gutter bleed (accepted for spreads only): no charge.

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FOR ONLINE RATES AND INFORMATION, PLEASE CONTACT YOUR ACCOUNT MANAGER