



NATIONAL EDITION 2009 RATE SHEET

Black & White Rates

	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1X	9,985	7,320	5,550	3,790	2,945	1,965
3X	9,735	7,145	5,405	3,690	2,905	1,920
6X	9,485	6,960	5,270	3,600	2,870	1,870
12X	8,985	6,585	4,970	3,430	2,830	1,810
24X	8,130	5,960	4,545	3,140	2,415	1,670
36X	7,975	5,845	4,425	3,010	2,360	1,635
48X	7,885	5,785	4,350	2,980	2,335	1,610
60X	7,840	5,755	4,320	2,955	2,295	1,590
72X	7,565	5,595	4,235	2,880	2,245	1,560
84X	7,435	5,475	4,185	2,860	2,205	1,550
96X	7,360	5,455	4,105	2,830	2,165	1,535
108X	7,220	5,435	4,075	2,815	2,130	1,525
120X	7,185	5,350	4,010	2,805	2,100	1,505
132X	7,165	5,240	3,975	2,775	2,080	1,495
144X	7,120	5,150	3,965	2,750	2,065	1,485
156X	7,085	5,105	3,950	2,725	2,055	1,470
168X	7,065	5,090	3,915	2,715	2,040	1,465
180X	6,995	5,035	3,895	2,705	2,025	1,460
192X	6,955	5,000	3,870	2,690	2,015	1,455
204X	6,920	4,905	3,805	2,670	2,000	1,440

Insert Rates

	2 Page	4 Page	6 Page	8 Page
1X	19,260	39,280	n/a	n/a
3X	19,015	38,190	n/a	n/a
6X	18,205	36,885	44,450	58,085
12X	16,975	33,200	40,730	53,240
24X	15,415	30,675	37,010	47,630
36X	14,995	29,725	36,015	46,445
48X	14,645	28,905	35,165	45,945
60X	14,460	28,495	33,725	44,370
72X	14,020	27,450	33,050	43,300
84X	13,820	26,845	32,360	42,640
96X	13,675	25,895	31,810	41,965
108X	13,585	25,475	31,120	40,900
120X	13,500	25,330	30,980	40,505
132X	13,445	25,200	30,835	40,240
144X	13,380	25,060	30,700	39,950
156X	13,285	24,910	30,560	39,700
168X	13,240	24,785	30,285	39,435
180X	13,155	24,655	30,020	39,155
192X	13,110	24,520	29,740	39,030
204X	12,980	24,370	29,465	38,760

Color & Position Rates

	COLOR CHARGES
4 COLOR	\$3,015
2 COLOR STANDARD	\$1,180
2 COLOR MATCHED	\$1,400
4 COLOR + METALLIC	\$4,110
5 COLOR	\$3,740
6 COLOR	\$3,905

COVER CHARGES

COVER 4	Earned rate + 25%
COVER 2	Earned rate + 15%