



National Edition

2012 Rate Sheet

Black & White Rates	1 Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1 Time	11,015	8,075	6,125	4,180	3,250	2,170
3 Time	10,740	7,885	5,965	4,070	3,205	2,120
6 Time	10,465	7,680	5,815	3,975	3,165	2,060
12 Time	9,915	7,270	5,485	3,785	3,120	2,000
24 Time	8,970	6,575	5,010	3,465	2,665	1,845
36 Time	8,800	6,450	4,880	3,320	2,600	1,805
48 Time	8,700	6,385	4,800	3,290	2,575	1,780
60 Time	8,650	6,350	4,770	3,260	2,535	1,755
72 Time	8,345	6,175	4,670	3,180	2,470	1,720
84 Time	8,200	6,040	4,615	3,155	2,430	1,710
96 Time	8,120	6,020	4,530	3,120	2,390	1,695

Insert Rates	2 Page	4 Page	6 Page	8 Page
1 Time	21,255	43,340	n/a	n/a
3 Time	20,980	42,135	n/a	n/a
6 Time	20,085	40,695	49,045	64,090
12 Time	18,730	36,630	44,940	58,740
24 Time	17,005	33,845	40,835	52,550
36 Time	16,545	32,795	39,735	51,250
48 Time	16,160	31,890	38,800	50,695
60 Time	15,955	31,440	37,210	48,955
72 Time	15,470	30,290	36,460	47,775
84 Time	15,250	29,620	35,705	47,045
96 Time	15,090	28,570	35,095	46,305

Color & Position Rates	Color Charges
4 Color	\$3,330
2 Color Standard	\$1,310
2 Color Matched	\$1,550
4 Color + Metallic	\$4,535
5 Color	\$4,130
6 Color	\$4,315

COVER CHARGES	
COVER 4	Earned Rate+25%
COVER 2	Earned Rate +15%