

# Rate **2 0 1 2** **SHEET**

<b>Color Rates</b>	<b>1 Time</b>	<b>3 Time</b>	<b>6 Time</b>	<b>9 Time</b>	<b>12 Time</b>
<b>Spread</b>	\$7,900	\$7,200	\$7,000	\$6,800	\$6,600
<b>Full page</b>	\$4,000	\$3,900	\$3,800	\$3,700	\$3,600
<b>2/3 page</b>	\$2,650	\$2,600	\$2,550	\$2,500	\$2,450
<b>1/2 page</b>	\$2,000	\$1,950	\$1,900	\$1,850	\$1,800
<b>1/3 page</b>	\$1,350	\$1,325	\$1,300	\$1,275	\$1,250
<b>1/6 page</b>	\$675	\$650	\$625	\$600	\$575

<b>B&amp;W Rates</b>	<b>1 Time</b>	<b>3 Time</b>	<b>6 Time</b>	<b>9 Time</b>	<b>12 Time</b>
<b>Spread</b>	\$7,800	\$7,100	\$6,900	\$6,700	\$6,500
<b>Full page</b>	\$3,900	\$3,800	\$3,700	\$3,600	\$3,500
<b>2/3 page</b>	\$2,550	\$2,500	\$2,450	\$2,400	\$2,350
<b>1/2 page</b>	\$1,900	\$1,850	\$1,800	\$1,750	\$1,600
<b>1/3 page</b>	\$1,250	\$1,225	\$1,200	\$1,175	\$1,150
<b>1/6 page</b>	\$575	\$550	\$525	\$500	\$475

<b>Cover Rates</b>	<b>1 Time</b>	<b>3 Time</b>	<b>6 Time</b>	<b>9 Time</b>	<b>12 Time</b>
<b>2nd Cover</b>	\$6,600	\$6,500	\$6,400	\$6,300	\$6,200
<b>3rd Cover</b>	\$6,100	\$6,000	\$5,900	\$5,800	\$5,700
<b>4th Cover</b>	\$7,200	\$7,100	\$7,000	\$6,900	\$6,800

All rates are gross  
 Standard agency discount  
 Investment partners only: additional 10% discount  
 Note: Advertising rates are reviewed annually.

#### **Position Charges**

Special positions: 10% additional on gross  
 No bleed charge