

# PRINT / Advertising Rates

Rate Base: 700,000

		(-3%)	(-5%)	(-7%)
<b>BLACK &amp; WHITE</b>	<b>1X</b>	<b>3X</b>	<b>6x</b>	<b>9x</b>
Page	\$60,900	\$59,100	\$57,900	\$56,600
Spread	\$121,800	\$118,200	\$115,800	\$113,200
2/3 Page	\$47,400	\$46,000	\$45,000	\$44,100
1/2 Horiz	\$38,100	\$37,000	\$36,200	\$35,400
1/3 Page	\$27,200	\$26,400	\$25,800	\$25,300

	<b>1X</b>	<b>3X</b>	<b>6x</b>	<b>9x</b>
<b>FOUR COLOR</b>				
Page	\$95,000	\$92,200	\$90,300	\$88,400
Spread	\$190,000	\$184,400	\$180,600	\$176,800
2/3 Page	\$72,900	\$70,700	\$69,300	\$67,800
1/2 Horiz	\$58,700	\$57,000	\$55,800	\$54,600
1/3 Page	\$41,700	\$40,500	\$39,600	\$38,800

	<b>1X</b>	<b>3X</b>	<b>6x</b>	<b>9x</b>
<b>COVERS</b>				
Cover 2/Page 1 (+20%)	\$114,000	\$110,600	\$108,400	\$106,100
Cover 3 (+10%)	\$104,500	\$101,400	\$99,300	\$97,200
Cover 4 (+30%)	\$123,500	\$119,900	\$117,400	\$114,900

## Fractional Premiums

2/3 Page is 77% of Page

1/2 Horiz is 62% of Page

1/3 Page is 44% of Page