
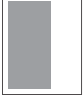

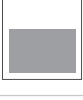





Display Advertising Rates

SIZES & RATES

		1x	3x	6x	8x	10x
Full-Page Bleed Ad Trim Size: 8-1/2" x 11" Bleed Size: 8-3/4" x 11-1/4" Live Area: 8" x 10-1/2" 		B&W \$2,685 4C \$3,905	B&W \$2,530 4C \$3,675	B&W \$2,310 4C \$3,355	B&W \$2,080 4C \$3,025	B&W \$1,975 4C \$2,860
Two-Thirds-Page Vertical Ad 4-5/8" x 10" 		B&W \$2,405 4C \$3,625	B&W \$2,255 4C \$3,410	B&W \$2,070 4C \$3,125	B&W \$1,860 4C \$2,840	B&W \$1,755 4C \$2,665
Half-Page Island Ad 4-5/8" x 7-3/8" 		B&W \$2,045 4C \$3,290	B&W \$1,925 4C \$3,085	B&W \$1,755 4C \$2,825	B&W \$1,585 4C \$2,535	B&W \$1,500 4C \$2,405
Half-Page Horizontal Ad 7" x 4-7/8" 		B&W \$1,930 4C \$3,140	B&W \$1,785 4C \$2,935	B&W \$1,635 4C \$2,630	B&W \$1,475 4C \$2,410	B&W \$1,385 4C \$2,275
Third-Page Vertical Ad 2-1/4" x 10" Third-Page Square Ad 4-5/8" x 4-7/8" 		B&W \$1,555 4C \$2,795	B&W \$1,465 4C \$2,620	B&W \$1,340 4C \$2,400	B&W \$1,200 4C \$2,190	B&W \$1,150 4C \$2,045
Half-Page Spread Horizontal Bleed Ad Bleed Size: 17-1/4" x 5-5/8" 		4C \$6,150	4C \$5,785	4C \$5,290	4C \$4,765	4C \$4,500
Two-Page Spread Bleed Ad Trim Size: 17" x 11" Bleed Size: 17-1/4" x 11-1/4" Live Area: 16-1/2" x 10-1/2" 		4C \$7,845	4C \$7,390	4C \$6,745	4C \$6,060	4C \$5,735

PREMIUM POSITIONING & ARTWORK SURCHARGES

- **Inside Pages:** 10% of space and color
- **Inside Covers or Center Spread:** 15% of space and color
- **Back Cover:** 20% of space and color
- **Bleed Cost:** 10% of space and color
- **Metallic Inks:** Contact your account executive for further information.
- \$250 minimum surcharge for changes to existing artwork.
- \$300 surcharge for changes to artwork at final proof, if schedule permits.

COMMISSIONS & PAYMENT

Commission of 15% to recognized advertising agencies on space and color charges when account is paid within 30 days of invoice. Late payment results in forfeiture of agency commission and future ad billing directly to client. Any invoice not paid on time shall accrue interest at the rate of 1.5% per month. Advertiser and agency are jointly and severably responsible for payment as well as enforcement and collection costs.



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