

BLACK & WHITE

AD SIZE	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME	15-TIME	18-TIME
Tabloid	6,890	6,580	6,270	5,960	5,650	5,340	5,030
2/3 Tabloid	5,845	5,595	5,345	5,095	4,845	4,595	4,345
1/2 Tabloid	5,055	4,825	4,595	4,365	4,135	3,905	3,675
1/3 Tabloid	4,080	3,905	3,730	3,555	3,380	3,205	3,030
Junior	5,055	4,825	4,595	4,365	4,135	3,905	3,675
2/3 Junior	3,970	3,800	3,630	3,460	3,290	3,120	2,950
1/2 Junior	3,095	2,960	2,825	2,690	2,555	2,420	2,285
1/3 Junior	2,205	2,105	2,005	1,905	1,805	1,705	1,605
1/4 Junior	1,770	1,690	1,610	1,530	1,450	1,370	1,290

2-COLOR

AD SIZE	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME	15-TIME	18-TIME
Tabloid	7,435	7,125	6,815	6,505	6,195	5,885	5,575
2/3 Tabloid	6,390	6,140	5,890	5,640	5,390	5,140	4,890
1/2 Tabloid	5,600	5,370	5,140	4,910	4,680	4,450	4,220
1/3 Tabloid	4,415	4,240	4,065	3,890	3,715	3,540	3,365
Junior	5,600	5,370	5,140	4,910	4,680	4,450	4,220
2/3 Junior	4,305	4,135	3,965	3,795	3,625	3,455	3,285
1/2 Junior	3,430	3,295	3,160	3,025	2,890	2,755	2,620
1/3 Junior	2,540	2,440	2,340	2,240	2,140	2,040	1,940
1/4 Junior	2,105	2,025	1,945	1,865	1,785	1,705	1,625

4-COLOR

AD SIZE	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME	15-TIME	18-TIME
Tabloid	8,095	7,785	7,475	7,165	6,855	6,545	6,235
2/3 Tabloid	7,050	6,800	6,550	6,300	6,050	5,800	5,550
1/2 Tabloid	6,260	6,030	5,800	5,570	5,340	5,110	4,880
1/3 Tabloid	4,855	4,680	4,505	4,330	4,155	3,980	3,805
Junior	6,260	6,030	5,800	5,570	5,340	5,110	4,880
2/3 Junior	4,745	4,575	4,405	4,235	4,065	3,895	3,725
1/2 Junior	3,870	3,735	3,600	3,465	3,330	3,195	3,060
1/3 Junior	2,980	2,880	2,780	2,680	2,580	2,480	2,380
1/4 Junior	2,545	2,465	2,385	2,305	2,225	2,145	2,065
Tabloid Spread	15,680	14,790	14,170	13,550	12,930	12,310	11,690
Junior Spread	11,940	11,280	10,820	10,360	9,900	9,440	8,980

COVERS & SPECIAL POSITIONS: Covers and special positions are available on a non-cancelable basis at an extra charge of 10% on space and color.

INSERTS AND GATEFOLDS: Contact publisher for rates and information.

GENERAL RATE POLICY: All advertising subject to Publisher's approval. If more or less insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates.

AGENCY COMMISSION: 15% to recognized agencies on space and color charges if paid within 30 days from invoice.

PAYMENT TERMS: Net 30 days. Late payments may be subject to 1% interest per month, loss of agency commission and collection fees.
Cancellations not accepted after published deadline.

ADDITIONAL RATES:

See pages 12-17 for Web site, e-Newsletter, postcard, Buyers Guide, pull-out supplement and special issue rates