

BLACK & WHITE

AD SIZE	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME	15-TIME	18-TIME
Tabloid	7,030	6,720	6,410	6,100	5,790	5,480	5,170
2/3 Tabloid	5,965	5,715	5,465	5,215	4,965	4,715	4,465
1/2 Tabloid	5,160	4,930	4,700	4,470	4,240	4,010	3,780
1/3 Tabloid	4,165	3,990	3,815	3,640	3,465	3,290	3,115
Junior	5,160	4,930	4,700	4,470	4,240	4,010	3,780
2/3 Junior	4,055	3,885	3,715	3,545	3,375	3,205	3,035
1/2 Junior	3,160	3,025	2,890	2,755	2,620	2,485	2,350
1/3 Junior	2,250	2,150	2,050	1,950	1,850	1,750	1,650
1/4 Junior	1,805	1,725	1,645	1,565	1,485	1,405	1,325
1/6 Junior	1,350	1,290	1,230	1,170	1,110	1,050	990

2-COLOR

AD SIZE	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME	15-TIME	18-TIME
Tabloid	7,580	7,270	6,960	6,650	6,340	6,030	5,720
2/3 Tabloid	6,515	6,265	6,015	5,765	5,515	5,265	5,015
1/2 Tabloid	5,710	5,480	5,250	5,020	4,790	4,560	4,330
1/3 Tabloid	4,505	4,330	4,155	3,980	3,805	3,630	3,455
Junior	5,710	5,480	5,250	5,020	4,790	4,560	4,330
2/3 Junior	4,395	4,225	4,055	3,885	3,715	3,545	3,375
1/2 Junior	3,500	3,365	3,230	3,095	2,960	2,825	2,690
1/3 Junior	2,590	2,490	2,390	2,290	2,190	2,090	1,990
1/4 Junior	2,145	2,065	1,985	1,905	1,825	1,745	1,665
1/6 Junior	1,690	1,630	1,570	1,510	1,450	1,390	1,330

4-COLOR

AD SIZE	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME	15-TIME	18-TIME
Tabloid	8,245	7,935	7,625	7,315	7,005	6,695	6,385
2/3 Tabloid	7,180	6,930	6,680	6,430	6,180	5,930	5,680
1/2 Tabloid	6,375	6,145	5,915	5,685	5,455	5,225	4,995
1/3 Tabloid	4,950	4,775	4,600	4,425	4,250	4,075	3,900
Junior	6,375	6,145	5,915	5,685	5,455	5,225	4,995
2/3 Junior	4,840	4,670	4,500	4,330	4,160	3,990	3,820
1/2 Junior	3,945	3,810	3,675	3,540	3,405	3,270	3,135
1/3 Junior	3,035	2,935	2,835	2,735	2,635	2,535	2,435
1/4 Junior	2,590	2,510	2,430	2,350	2,270	2,190	2,110
1/6 Junior	2,140	2,070	2,010	1,950	1,890	1,830	1,770
Tabloid Spread	15,880	15,260	14,640	14,020	13,400	12,780	12,160
Junior Spread	12,140	11,680	11,220	10,760	10,300	9,840	9,380

NEW

MARKETPLACE ADVERTISING - AD SIZE: 3-3/8" WIDE X 1-3/8 DEEP

RATES	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME
Black & White	700	650	600	550	500
2-Color	750	700	650	600	550
4-Color	800	750	700	650	600

*No agency commission for Marketplace Advertising

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.