

## BLACK &amp; 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

## MARKETPLACE ADVERTISING - AD SIZE: 3-3/8" WIDE X 2-3/8" DEEP

RATES	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME
Black & White	800	775	750	725	675
2-Color	900	875	850	825	775
4-Color	1,000	975	950	925	875

*\*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.*