

Rates & Dates

Rates (Effective January 2010 Issue)

NATIONAL EDITION RATES

	Circulation	Full Page	BLACK & WHITE			BLACK & ONE PROCESS COLOR**				FOUR-COLOR			
			2/3 Page	1/2 Page*	1/3 Page	Full Page	2/3 Page	1/2 Page*	1/3 Page	Full Page	2/3 Page	1/2 Page*	1/3 Page
NATIONAL	420,000	\$62,079	\$43,463	\$34,153	\$23,597	\$72,012	\$51,868	\$42,508	\$28,839	\$88,795	\$66,565	\$53,294	\$37,284

COVERS (NONCANCELLABLE): 2nd or 3rd (4 colors) \$94,104 4th cover (4 colors) \$110,095

NORTHCENTRAL EDITION RATES

	Circulation	Full Page	BLACK & WHITE			BLACK & ONE PROCESS COLOR**				FOUR-COLOR			
			2/3 Page	1/2 Page*	1/3 Page	Full Page	2/3 Page	1/2 Page*	1/3 Page	Full Page	2/3 Page	1/2 Page*	1/3 Page
NORTHCENTRAL	316,000	\$53,056	\$37,144	\$29,201	\$20,136	\$61,541	\$44,323	\$36,312	\$24,615	\$75,696	\$56,920	\$45,540	\$31,856

(Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin)

EASTERN EDITION RATES

	Circulation	Full Page	BLACK & WHITE			BLACK & ONE PROCESS COLOR**				FOUR-COLOR			
			2/3 Page	1/2 Page*	1/3 Page	Full Page	2/3 Page	1/2 Page*	1/3 Page	Full Page	2/3 Page	1/2 Page*	1/3 Page
EASTERN	15,700	\$3,984	\$2,792	\$2,192	\$1,516	\$4,612	\$3,323	\$2,726	\$1,846	\$5,689	\$4,268	\$3,415	\$2,390

(Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont)

WESTERN EDITION RATES

	Circulation	Full Page	BLACK & WHITE			BLACK & ONE PROCESS COLOR**				FOUR-COLOR			
			2/3 Page	1/2 Page*	1/3 Page	Full Page	2/3 Page	1/2 Page*	1/3 Page	Full Page	2/3 Page	1/2 Page*	1/3 Page
WESTERN	25,600	\$6,496	\$4,552	\$3,574	\$2,472	\$7,521	\$5,419	\$4,445	\$3,010	\$9,276	\$6,959	\$5,569	\$3,897

(Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming)

SOUTHERN EDITION RATES

	Circulation	Full Page	BLACK & WHITE			BLACK & ONE PROCESS COLOR**				FOUR-COLOR			
			2/3 Page	1/2 Page*	1/3 Page	Full Page	2/3 Page	1/2 Page*	1/3 Page	Full Page	2/3 Page	1/2 Page*	1/3 Page
SOUTHERN	62,600	\$14,841	\$10,405	\$8,169	\$5,636	\$17,235	\$12,400	\$10,154	\$6,910	\$21,263	\$15,939	\$12,747	\$8,910

(Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia)

COMBINATION RATES

When the same advertisement (size and color identical) is used in one or more individual editions, add the circulations together and calculate the rate from the table below. Rates rounded to nearest dollar.

Circulation	Full Page	BLACK & WHITE			BLACK & ONE PROCESS COLOR**				FOUR-COLOR			
		2/3 Page	1/2 Page*	1/3 Page	Full Page	2/3 Page	1/2 Page*	1/3 Page	Full Page	2/3 Page	1/2 Page*	1/3 Page
Less than 30,000 Per 1,000***	\$253.74	\$177.80	\$139.60	\$96.55	\$293.77	\$211.66	\$173.63	\$117.59	\$362.33	\$271.83	\$217.53	\$152.23
30,000 Per add'l. 1,000	\$7,442 226.96	\$5,230 158.76	\$4,099 124.85	\$2,823 86.27	\$8,664 262.93	\$6,215 189.71	\$5,091 155.32	\$3,476 105.32	\$10,683 324.54	\$8,004 243.40	\$6,415 194.26	\$4,468 136.27
75,000 Per add'l. 1,000	\$16,529 210.88	\$11,584 147.16	\$9,081 116.08	\$6,282 80.22	\$19,159 243.83	\$13,785 175.87	\$11,312 144.02	\$7,636 97.34	\$23,645 301.03	\$17,751 225.70	\$14,177 180.78	\$9,927 126.42
150,000 Per add'l. 1,000	\$31,130 197.51	\$21,771 138.08	\$17,116 108.83	\$11,819 74.97	\$36,100 229.07	\$25,991 165.24	\$21,287 135.19	\$14,425 91.54	\$44,473 282.58	\$33,355 211.79	\$26,668 169.64	\$18,682 118.86
300,000 Per add'l. 1,000	\$50,521 158.43	\$35,371 110.80	\$27,807 87.10	\$19,173 60.13	\$58,600 183.82	\$42,206 132.28	\$34,575 108.59	\$23,439 73.49	\$72,228 216.76	\$54,206 169.63	\$43,368 135.77	\$30,335 95.08

* Vertical, horizontal and "Jr. Page" size
 ** See color specifications
 *** Minimum per unit: \$1,000