

DISPLAY ADVERTISING RATES

Advertising works best as part of a planned marketing program. To help maximize your marketing budget, our rates encourage multiple insertions and include contract discounts. Display advertising is sold by modular units — sixteenth, eighth, quarter, half, three-quarter and full pages. Contract discounts begin with 26-time programs and are based on a 12-month schedule, otherwise, our full, or “open” rate is applied.

Rates

Ad Size	Open	26 times	52 times	100 times	200 times
Full Size	\$1335	\$1135	\$976	\$533	\$333
3/4 Page	1071	911	750	429	268
Island	935	800	655	370	224
1/2 Page	786	668	550	314	196
1/4 Page	444	377	310	177	112
1/8 Page	248	210	174	98	64
1/16 Page	140	120	98	55	36

All rates are net.

There is a 20% premium position charge for guaranteed position, subject to availability.

Color Charges

Spot Color — \$150 per insertion

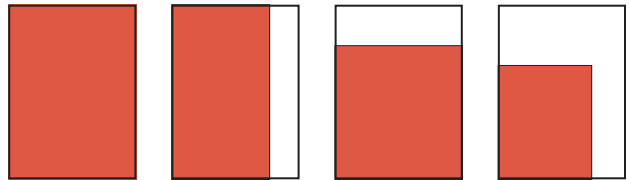
Full Color — \$300 per insertion

Creative Services

Need design direction? Let our creative professionals work for you.

There's no charge for ad design. To make the process of submitting advertising as simple as possible, we can create a custom ad for you.

Dimensions

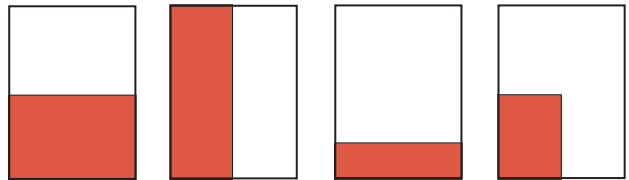


FULL PAGE
Width: 10"
Depth: 15.15"

3/4 PAGE V
Width: 7.44"
Depth: 15.15"

3/4 PAGE H
Width: 10"
Depth: 11"

ISLAND PG
Width: 7.44"
Depth: 11"

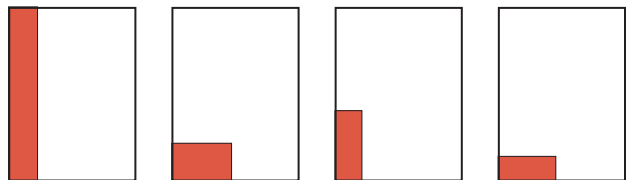


1/2 PAGE H
Width: 10"
Depth: 7.5"

1/2 PAGE V
Width: 4.88"
Depth: 15.15"

1/4 PAGE H
Width: 10"
Depth: 3.5"

1/4 PAGE V
Width: 4.88"
Depth: 7.5"



1/4 PAGE
Width: 2.32"
Depth: 15.15"

1/8 PAGE H
Width: 4.88"
Depth: 3.5"

1/8 PAGE V
Width: 2.32"
Depth: 7"

1/16 PAGE H
Width: 4.88"
Depth: 2"

Deadlines

Ad copy must be submitted

(5) working days prior to publication.