

Advertising Age – 2008 General Advertising Rates

4-COLOR	1X	6X	12X	24X	51X	104X	156X	208X
2-Page Spread (140")	\$59,440	\$57,480	\$52,580	\$51,320	\$50,340	\$48,380	\$46,700	\$46,000
Junior Spread (80")	46,620	44,620	41,340	40,460	39,500	38,380	37,020	36,700
Page (70")	31,580	30,600	28,150	27,520	27,030	26,050	25,210	24,860
3/5 Page (42")	26,064	25,014	23,292	22,830	22,326	21,738	21,024	20,856
Junior Page (40")	25,170	24,170	22,530	22,090	21,610	21,050	20,370	20,210
Half Page (35")	22,375	21,535	20,240	19,715	19,330	18,770	18,210	18,105
1/3 Page (24")	15,397	14,821	13,885	13,573	12,213	12,925	12,541	12,397
1/4 Page (18")	12,739	12,307	11,605	11,371	11,101	10,885	10,597	10,489
Horizontal Strip (15")	12,400	11,995	11,320	11,095	10,840	10,630	10,360	10,255
Horizontal Strip (10")	9,855	9,585	9,135	8,985	8,815	8,675	8,495	8,425

2-COLOR STANDARD (PROCESS COLORS)

2-Page Spread (140")	\$52,335	\$50,375	\$45,475	\$44,215	\$43,235	\$41,275	\$39,595	\$38,895
Junior Spread (80")	39,515	37,515	34,235	33,355	32,395	31,275	29,915	29,595
Page (70")	26,640	25,660	23,210	22,580	22,090	21,110	20,270	19,920
3/5 Page (42")	21,124	20,074	18,352	17,890	17,386	16,798	16,084	15,916
Junior Page (40")	20,230	19,230	17,590	17,150	16,670	16,110	15,430	15,270
Half Page (35")	17,435	16,595	15,300	14,775	14,390	13,830	13,270	13,165
1/3 Page (24")	12,112	11,536	10,600	10,288	9,928	9,640	9,256	9,112
1/4 Page (18")	9,454	9,022	8,320	8,086	7,816	7,600	7,312	7,204
Horizontal Strip (15")	9,115	8,710	8,035	7,810	7,555	7,345	7,075	6,970
Horizontal Strip (10")	6,570	6,300	5,850	5,700	5,530	5,390	5,210	5,140

2-COLOR MATCHED (PMS) *

2-Page Spread (140")	\$53,670	\$51,710	\$46,810	\$45,550	\$44,570	\$42,610	\$40,930	\$40,230
Junior Spread (80")	40,850	38,850	35,570	34,690	33,730	32,610	31,250	30,930
Page (70")	27,690	26,710	24,260	23,630	23,140	22,160	21,320	20,970
3/5 Page (42")	22,174	21,124	19,402	18,940	18,436	17,848	17,134	16,966
Junior Page (40")	21,280	20,280	18,640	18,200	17,720	17,160	16,480	16,320
Half Page (35")	18,485	17,645	16,350	15,825	15,440	14,880	14,320	14,215
1/3 Page (24")	13,897	13,321	12,385	12,073	11,713	11,425	11,041	10,897
1/4 Page (18")	11,239	10,807	10,105	9,871	9,601	9,385	9,097	8,989
Horizontal Strip (15")	10,900	10,495	9,820	9,595	9,340	9,130	8,860	8,755
Horizontal Strip (10")	8,355	8,085	7,635	7,485	7,315	7,175	6,995	6,925

* Includes Pantone ink + black

BLACK & WHITE

2-Page Spread (140")	\$48,580	\$46,620	\$41,720	\$40,460	\$39,480	\$37,520	\$35,840	\$35,140
Junior Spread (80")	35,760	33,760	30,480	29,600	28,640	27,520	26,160	25,840
Page (70")	24,290	23,310	20,860	20,230	19,740	18,760	17,920	17,570
3/5 Page (42")	18,774	17,724	16,002	15,540	15,036	14,448	13,734	13,566
Junior Page (40")	17,880	16,880	15,240	14,800	14,320	13,760	13,080	12,920
Half Page (35")	15,085	14,245	12,950	12,425	12,040	11,480	10,920	10,815
1/3 Page (24")	10,632	10,056	9,120	8,808	8,448	8,160	7,776	7,632
1/4 Page (18")	7,974	7,542	6,840	6,606	6,336	6,120	5,832	5,724
Horizontal Strip (15")	7,635	7,230	6,555	6,330	6,075	5,865	5,595	5,490
Horizontal Strip (10")	5,090	4,820	4,370	4,220	4,050	3,910	3,730	3,660

Advertising Rates Per Column Inch

If purchasing unit(s) other than the standard advertising units shown above, calculate your rate based on the following (NOTE: black-and-white rates only; does not include color charges):

SIZE	1X	6X	12X	24X	51X	104X	156X	208X
0 - 9"	\$449	\$427	\$386	\$371	\$361	\$345	\$328	\$325
10 - 29"	443	419	380	367	352	340	324	318
30 - 39"	431	407	370	355	344	328	312	309
40 - 69"	447	422	381	370	358	344	327	323
70"	347	333	298	289	282	268	256	251
71 - 139"	447	422	381	370	358	344	327	323
140" +	347	333	298	289	282	268	256	251

Note: Horizontal strips include associated premiums

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Advertising Age – 2008 Additional Advertising Rates

Color Rates

	UNDER 35"	35"-70" (FULL PAGE)	OVER 70" (SPREADS)
Standard	\$1,480	\$2,350	\$3,755
Matched	3,265	3,400	5,090
Metallic	n/a	4,975	6,875
4-Color	4,765	7,290	10,860

Regional Select

EAST	1X	6X	12X	24X	51X
Page (70")	\$18,480	\$18,060	\$16,660	\$15,540	\$15,400
3/5 Page (42")	12,474	12,222	11,172	10,542	10,248
Junior Page (40")	11,880	11,640	10,640	10,040	9,760
Half Page (35")	9,940	9,765	8,925	8,470	8,190
1/3 Page (24")	6,888	6,792	6,144	5,856	5,760
1/4 Page (18")	5,166	5,094	4,608	4,392	4,320

CENTRAL/MIDWEST	1X	6X	12X	24X	51X
Page (70")	\$13,930	\$13,580	\$12,530	\$11,620	\$11,410
3/5 Page (42")	9,282	9,114	8,358	7,980	7,728
Junior Page (40")	8,840	8,680	7,960	7,600	7,360
Half Page (35")	7,455	7,245	6,650	6,370	6,230
1/3 Page (24")	5,160	5,040	4,632	4,392	4,296
1/4 Page (18")	3,870	3,780	3,474	3,294	3,222

WEST	1X	6X	12X	24X	51X
Page (70")	\$8,050	\$7,770	\$7,210	\$6,790	\$6,720
3/5 Page (42")	5,376	5,166	4,830	4,536	4,410
Junior Page (40")	5,120	4,920	4,600	4,320	4,200
Half Page (35")	4,270	4,165	3,780	3,605	3,535
1/3 Page (24")	2,952	2,928	2,664	2,496	2,472
1/4 Page (18")	2,214	2,196	1,998	1,872	1,854

Special Options Rates

MARKETER SELECT	1X	6X	12X
4-Color	\$16,385	\$15,790	\$14,505
2-Color	14,505	13,910	12,625
Black & White	13,300	12,705	11,420

AGENCY SELECT	1X	6X	12X
4-Color	\$12,565	\$12,080	\$11,435
2-Color	10,685	10,200	9,555
Black & White	9,480	8,995	8,350

GATEFOLD

3-Page gatefold* \$94,740

*Includes any 2, 3 or 4 process colors.

EFFIE PROGRAM

Back Cover	\$8,700
Inside front cover	8,000
Inside back cover	7,600
4-c page inside program	7,000

SYNDICATION SELECT	Page	Spread
4-Color	\$14,170	\$28,335
Black & White	11,130	22,285

Advertising Age – 2008 Advertising Rates For Multiple-Page Inserts

LARGER THAN 94 SQUARE INCHES

REGION	1PG	2PG	3PG	4PG	5PG	6PG	7PG	8PG	9PG
NATIONAL	\$21,430	\$33,710	\$46,340	\$58,990	\$64,230	\$69,440	\$74,660	\$79,900	\$84,590
EASTERN		25,640	35,240	44,850	48,800	52,770	56,720	60,710	64,300
CENTRAL		20,700	28,480	36,240	39,430	42,670	45,880	49,070	51,970
WESTERN						21,090	22,710	24,230	25,700

REGION	10PG	11PG	12PG	13PG	14PG	15PG	16PG	24PG	36PG
NATIONAL	\$89,350	\$94,060	\$98,800	\$103,010	\$107,220	\$111,400	\$115,630	\$143,180	\$157,050
EASTERN	67,910	71,450	75,050	78,280	81,480	84,650	87,850		
CENTRAL	54,880	57,780	60,690	63,270	65,850	68,460	71,030		
WESTERN	27,110	28,570	29,990	31,260	32,520	33,830	35,080		

LESS THAN 94 SQUARE INCHES

REGION	1PG	2PG	3PG	4PG	5PG	6PG	7PG	8PG	9PG
NATIONAL	\$17,220	\$27,050	\$37,190	\$47,350	\$51,520	\$55,720	\$59,950	\$64,080	\$67,920
EASTERN		18,160	25,010	31,830	34,630	37,450	40,250	43,100	45,620
CENTRAL		14,500	19,970	25,410	27,660	29,930	32,160	34,400	36,450
WESTERN						13,680	14,710	15,740	16,660

REGION	10PG	11PG	12PG	13PG	14PG	15PG	16PG	24PG	36PG
NATIONAL	\$71,680	\$75,480	\$79,280	\$82,670	\$86,010	\$89,390	\$92,760	\$110,190	\$125,470
EASTERN	48,150	50,710	53,250	55,520	57,810	60,040	62,360		
CENTRAL	38,500	40,510	42,550	44,370	46,220	48,010	49,800		
WESTERN	17,570	18,530	19,470	20,280	21,100	21,940	22,750		