

Cover Flap Rates (4-Color only)			
Cover flap + spread	\$37,500	DieCut Cover flap	Add \$5,000
Cover flap + full page	30,000		

Note: limited to advertisers running 3+ pages in book.

4-COLOR	1X	3X	6X	9X	12X	24X
Full Spread (140")	\$19,420	\$17,508	\$15,848	\$14,957	\$14,601	\$14,187
Junior Spread (80")	16,802	15,179	13,809	12,929	12,679	12,332
Full Page (70")	9,918	8,953	8,114	7,664	7,485	7,276
Skyscraper (42")	9,095	8,083	7,351	6,601	6,476	6,308
Junior Page (40")	9,082	8,073	7,344	6,596	6,470	6,296
1/2 Page (35")	7,657	6,726	6,138	5,463	4,953	4,821
1/2 Page Skyscraper (35")	7,657	6,726	6,138	5,463	4,953	4,821
Junior Skyscraper (28")	7,174	6,319	5,783	5,166	4,698	4,579
1/4 Page (18")	5,453	4,849	4,500	4,095	3,792	3,708
Full Strip (15")	5,017	4,486	4,178	3,826	3,566	3,492
Junior Strip (10")	4,324	3,893	3,664	3,397	3,195	3,140
Classified (rate per column inch)	335	295	260	220	190	165

2-COLOR MATCHED (PMS)*	1X	3X	6X	9X	12X	24X
Full Spread (140")	\$17,719	\$15,807	\$14,147	\$13,256	\$12,900	\$12,486
Junior Spread (80")	15,101	13,478	12,108	11,228	10,978	10,631
Full Page (70")	9,062	8,097	7,258	6,808	6,629	6,420
Skyscraper (42")	8,239	7,227	6,495	5,745	5,620	5,452
Junior Page (40")	8,226	7,217	6,488	5,740	5,614	5,440
1/2 Page (35")	6,864	5,933	5,345	4,670	4,160	4,028
1/2 Page Skyscraper (35")	6,864	5,933	5,345	4,670	4,160	4,028
Junior Skyscraper (28")	6,381	5,526	4,990	4,373	3,905	3,786
1/4 Page (18")	4,660	4,056	3,707	3,302	2,999	2,915
Full Strip (15")	4,224	3,693	3,385	3,033	2,773	2,699
Junior Strip (10")	3,531	3,100	2,871	2,604	2,402	2,347

\*Includes Pantone ink + black

2-COLOR STANDARD (Process)	1X	3X	6X	9X	12X	24X
Full Spread (140")	\$16,984	\$15,072	\$13,412	\$12,521	\$12,165	\$11,751
Junior Spread (80")	14,366	12,743	11,373	10,493	10,243	9,896
Full Page (70")	8,690	7,725	6,886	6,436	6,257	6,048
Skyscraper (42")	7,867	6,855	6,123	5,373	5,248	5,080
Junior Page (40")	7,854	6,845	6,116	5,368	5,242	5,068
1/2 Page (35")	6,518	5,587	4,999	4,324	3,814	3,682
1/2 Page Skyscraper (35")	6,518	5,587	4,999	4,324	3,814	3,682
Junior Skyscraper (28")	6,035	5,180	4,644	4,027	3,559	3,440
1/4 Page (18")	4,314	3,710	3,361	2,956	2,653	2,569
Full Strip (15")	3,878	3,347	3,039	2,687	2,427	2,353
Junior Strip (10")	3,185	2,754	2,525	2,258	2,056	2,001

BLACK & WHITE	1X	3X	6X	9X	12X	24X
Full Spread (140")	\$15,272	\$13,360	\$11,700	\$10,809	\$10,453	\$10,039
Junior Spread (80")	12,654	11,031	9,661	8,781	8,531	8,184
Full Page (70")	7,713	6,748	5,909	5,459	5,280	5,071
Skyscraper (42")	6,890	5,878	5,146	4,396	4,271	4,103
Junior Page (40")	6,877	5,868	5,139	4,391	4,265	4,091
1/2 Page (35")	5,609	4,678	4,090	3,415	2,905	2,773
1/2 Page Skyscraper (35")	5,609	4,678	4,090	3,415	2,905	2,773
Junior Skyscraper (28")	5,126	4,271	3,735	3,118	2,650	2,531
1/4 Page (18")	3,405	2,801	2,452	2,047	1,744	1,660
Full Strip (15")	2,969	2,438	2,130	1,778	1,518	1,444
Junior Strip (10")	2,276	1,845	1,616	1,349	1,147	1,092
Classified (rate per column inch)	277	245	220	190	165	150

METALLIC RATES (in addition to space and color rates)	
Over 35"	\$1,735
35" and under	1,585