

'10 PRINT RATE CARD

4-COLOR	1X	6X	12X	24X	51X	104X	156X	208X
2-Pg. Spread (140")	\$61,305	\$59,205	\$54,165	\$52,905	\$51,925	\$49,825	\$48,145	47,445
Jr. Spread (80")	48,065	45,905	42,625	41,665	40,705	39,585	38,145	37,745
Page (70")	32,570	31,520	29,000	28,370	27,880	26,830	25,990	25,640
3/5 Page (42")	26,872	25,738	24,016	23,512	23,008	22,420	21,664	21,454
Jr. Page (40")	25,950	24,870	23,230	22,750	22,270	21,710	20,990	20,790
Half Page (35")	23,050	22,175	20,845	20,320	19,935	19,340	18,745	18,640
1/3 Page (24")	15,878	15,254	14,318	13,982	13,622	13,310	12,902	12,758
1/4 Page (18")	13,136	12,668	11,966	11,714	11,444	11,210	10,904	10,796
Horizontal Strip (15")	12,800	12,350	11,675	11,435	11,165	10,940	10,655	10,550
Horizontal Strip (10")	10,170	9,870	9,420	9,260	9,080	8,930	8,740	8,670

2-COLOR STANDARD (PROCESS COLORS)								
2-Pg. Spread (140")	\$53,990	\$51,890	\$46,850	\$45,590	\$44,610	\$42,510	\$40,830	\$40,130
Jr. Spread (80")	40,750	38,590	35,310	34,350	33,390	32,270	30,830	30,430
Page (70")	27,480	26,430	23,910	23,280	22,790	21,740	20,900	20,550
3/5 Page (42")	21,782	20,648	18,926	18,422	17,918	17,330	16,574	16,364
Jr. Page (40")	20,860	19,780	18,140	17,660	17,180	16,620	15,900	15,700
Half Page (35")	17,960	17,085	15,755	15,230	14,845	14,250	13,655	13,550
1/3 Page (24")	12,493	11,869	10,933	10,597	10,237	9,925	9,517	9,373
1/4 Page (18")	9,751	9,283	8,581	8,329	8,059	7,825	7,519	7,411
Horizontal Strip (15")	9,415	8,965	8,290	8,050	7,780	7,555	7,270	7,165
Horizontal Strip (10")	6,785	6,485	6,035	5,875	5,695	5,545	5,355	5,285

2-COLOR MATCHED (PMS)*								
2-Pg. Spread (140")	\$55,360	\$53,260	\$48,220	\$46,960	\$45,980	\$43,880	\$42,200	\$41,500
Jr. Spread (80")	42,120	39,960	36,680	35,720	34,760	33,640	32,200	31,800
Page (70")	28,565	27,515	24,995	24,365	23,875	22,825	21,985	21,635
3/5 Page (42")	22,867	21,733	20,011	19,507	19,003	18,415	17,659	17,449
Jr. Page (40")	21,945	20,865	19,225	18,745	18,265	17,705	16,985	16,785
Half Page (35")	19,045	18,170	16,840	16,315	15,930	15,335	14,740	14,635
1/3 Page (24")	14,333	13,709	12,773	12,437	12,077	11,765	11,357	11,213
1/4 Page (18")	11,591	11,123	10,421	10,169	9,899	9,665	9,359	9,251
Horizontal Strip (15")	11,255	10,805	10,130	9,890	9,620	9,395	9,110	9,005
Horizontal Strip (10")	8,625	8,325	7,875	7,715	7,535	7,385	7,195	7,125

*Includes Pantone ink + black

BLACK & WHITE								
2-Pg. Spread (140")	\$50,120	\$48,020	\$42,980	\$41,720	\$40,740	\$38,640	\$36,960	\$36,260
Jr. Spread (80")	36,880	34,720	31,440	30,480	29,520	28,400	26,960	26,560
Page (70")	25,060	24,010	21,490	20,860	20,370	19,320	18,480	18,130
3/5 Page (42")	19,362	18,228	16,506	16,002	15,498	14,910	14,154	13,944
Jr. Page (40")	18,440	17,360	15,720	15,240	14,760	14,200	13,480	13,280
Half Page (35")	15,540	14,665	13,335	12,810	12,425	11,830	11,235	11,130
1/3 Page (24")	10,968	10,344	9,408	9,072	8,712	8,400	7,992	7,848
1/4 Page (18")	8,226	7,758	7,056	6,804	6,534	6,300	5,994	5,886
Horizontal Strip (15")	7,890	7,440	6,765	6,525	6,255	6,030	5,745	5,640
Horizontal Strip (10")	5,260	4,960	4,510	4,350	4,170	4,020	3,830	3,760

AdvertisingAge
 NEW PLATFORMS. NEW PARTNERS. NEW ERA.

COVER WRAPS & GATEFOLDS*

Standard Gatefold off cover (3 pages)	\$96,645	Cover Wrap (2 pages)	\$93,410
3-Page gatefold (in-book)	\$96,645	Half Cover (1 vertical 1/2 page)	\$40,045
Cover Wrap Gatefold (4 pages)	\$143,750	Half Cover (2 vertical 1/2 pages)	\$59,560

*Rates includes any 2, 3 or 4 process colors.

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):

ADVERTISING RATES PER COLUMN INCH

SIZE	1X	6X	12X	24X	51X	104X	156X	208X
0 - 9"	\$463	\$440	\$398	\$382	\$372	\$356	\$338	\$335
10 - 29"	457	431	392	378	363	350	333	327
30 - 39"	444	419	381	366	355	338	321	318
40 - 69"	461	434	393	381	369	355	337	332
70"	358	343	307	298	291	276	264	259
71 - 139"	461	434	393	381	369	355	337	332
140" +	358	343	307	298	291	276	264	259

COLOR	UNDER 35"	35"-70" (FULL PAGE)	OVER 70" (SPREADS)
Standard	\$1,525	\$2,420	\$3,870
Matched	3,365	3,505	5,240
Metallic	n/a	5,125	7,085
4-Color	4,910	7,510	11,185

MULTIPLE-PAGE INSERTS (Inserts greater than 9 pages available. Call your rep for pricing)

MORE THAN 94" SQUARE	REGION	1PG	2PG	3PG	4PG	5PG	6PG	7PG	8PG	9PG
	National	\$21,860	\$34,380	\$47,270	\$60,170	\$65,510	\$70,830	\$76,150	\$81,500	\$86,280
	Eastern		26,150	35,940	45,750	49,780	53,830	57,850	61,920	65,590
	Central		21,110	29,050	36,960	40,220	43,520	46,800	50,050	53,010
	Western						21,510	23,160	24,710	26,210

LESS THAN 94" SQUARE	REGION	1PG	2PG	3PG	4PG	5PG	6PG	7PG	8PG	9PG
	National	\$17,560	\$27,590	\$37,930	\$48,300	\$52,550	\$56,830	\$61,150	\$65,360	\$69,280
	Eastern		18,520	25,510	32,470	35,320	38,200	41,060	43,960	46,530
	Central		14,790	20,370	25,920	28,210	30,530	32,800	35,090	37,180
	Western						13,950	15,000	16,050	16,990