

Magazine Display Advertising Rates

Rate Card No. 20, Effective with the January 2010 issue

Premium Positions	Open	3X	6X	12X	18X	24X*	30X*	36X*
Page 3	\$8,610	\$7,620	\$6,860	\$6,370	\$6,115	\$5,940	\$5,770	\$5,595
Cover II (Inside Front)	\$8,980	\$7,945	\$7,155	\$6,645	\$6,375	\$6,195	\$6,015	\$5,835
Cover III (Inside Back)	\$8,535	\$7,555	\$6,800	\$6,315	\$6,060	\$5,890	\$5,720	\$5,550
Cover IV (Outside Back)	\$9,355	\$8,280	\$7,455	\$6,925	\$6,640	\$6,455	\$6,270	\$6,080

Color	Open	3X	6X	12X	18X	24X*	30X*	36X*
2 Page Spread	\$14,220	\$12,585	\$11,335	\$10,525	\$10,095	\$9,810	\$9,525	\$9,245
Full Page	\$7,485	\$6,625	\$5,965	\$5,540	\$5,315	\$5,165	\$5,015	\$4,865
2/3 Page	\$5,150	\$4,560	\$4,105	\$3,810	\$3,655	\$3,555	\$3,450	\$3,350
1/2 Page Island	\$4,450	\$3,940	\$3,545	\$3,295	\$3,160	\$3,070	\$2,980	\$2,895
1/2 Page	\$4,215	\$3,730	\$3,360	\$3,120	\$2,995	\$2,910	\$2,825	\$2,740
1/3 Page	\$2,965	\$2,625	\$2,365	\$2,195	\$2,105	\$2,045	\$1,985	\$1,925
1/4 Page	\$2,285	\$2,020	\$1,820	\$1,690	\$1,620	\$1,575	\$1,530	\$1,485
1/6 Page	\$1,560	\$1,380	\$1,245	\$1,155	\$1,110	\$1,075	\$1,045	\$1,015

Black & White	Open	3X	6X	12X	18X	24X*	30X*	36X*
2 Page Spread	\$9,875	\$8,740	\$7,870	\$7,310	\$7,010	\$6,815	\$6,615	\$6,420
Full Page	\$5,195	\$4,600	\$4,140	\$3,845	\$3,690	\$3,585	\$3,480	\$3,375
2/3 Page	\$3,575	\$3,165	\$2,850	\$2,645	\$2,540	\$2,465	\$2,395	\$2,325
1/2 Page Island	\$3,090	\$2,735	\$2,465	\$2,285	\$2,195	\$2,130	\$2,070	\$2,010
1/2 Page	\$2,925	\$2,590	\$2,330	\$2,165	\$2,075	\$2,020	\$1,960	\$1,900
1/3 Page	\$2,060	\$1,825	\$1,640	\$1,525	\$1,465	\$1,420	\$1,380	\$1,340
1/4 Page	\$1,585	\$1,405	\$1,265	\$1,175	\$1,125	\$1,095	\$1,060	\$1,030
1/6 Page	\$1,085	\$960	\$865	\$805	\$770	\$750	\$725	\$705

Marketplace	Open	3X	6X	12X	18X	24X*	30X*	36X*
Color 1/8 Page	\$1,055	\$935	\$840	\$780	\$750	\$730	\$705	\$685
Color 1/12 Page	\$740	\$655	\$590	\$550	\$525	\$510	\$495	\$480
Color Column Inch	\$320	\$285	\$255	\$235	\$225	\$220	\$215	\$210
B&W 1/8 Page	\$730	\$645	\$580	\$540	\$520	\$505	\$490	\$475
B&W 1/12 Page	\$515	\$455	\$410	\$380	\$365	\$355	\$345	\$335
B&W Column Inch	\$225	\$200	\$180	\$165	\$160	\$155	\$150	\$145

*Frequency discounts are earned within a 12-month contract period.

Agency commission of 15% on net advertising cost is granted for Display Advertising to recognized agencies. Marketplace advertising is non-commissionable. Maximum discounts are earned when advertising is contracted in combination with advertising in other print and digital media from String Letter Publishing. An additional 5% discount on your print advertising contract is available when running a concurrent digital campaign.



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