

SIZE	OPEN	7X (30%)	13X (35%)	17X (40%)	26X (50%)	39X (55%)	52X (60%)
Double Page Spread	\$5,845	\$4,013	\$3,727	\$3,440	\$2,868	\$2,580	\$2,294
Full Page	\$3,646	\$2,503	\$2,324	\$2,145	\$1,787	\$1,609	\$1,430
3/4 Page	\$3,157	\$2,168	\$2,013	\$1,857	\$1,548	\$1,393	\$1,239
Island	\$2,648	\$1,818	\$1,689	\$1,558	\$1,299	\$1,169	\$1,038
1/2 Page	\$2,189	\$1,503	\$1,396	\$1,288	\$1,073	\$966	\$858
3/8 Page	\$1,668	\$1,144	\$1,063	\$982	\$818	\$736	\$654
1/4 Page	\$1,179	\$809	\$751	\$693	\$578	\$520	\$462
1/8 Page	\$817	\$559	\$520	\$481	\$401	\$359	\$319
1/16 Page	\$449	\$309	\$264	\$220	\$212	\$199	\$176
Front Page Banner*	\$1,638	\$1,259	\$1,201	\$1,142	\$1,028	\$969	\$913

(Accredited advertising agencies receive 15% discount, provided invoices are paid within 30 days. Add second color: \$200. Add four colors: \$600. Color charges are non-commissionable. Art production: \$75/hr. We would be pleased to guarantee a premium position; however, there is an additional 10% charge.\*Front page banner includes 4 color.)

**EXTRAS**

**INSERTS:** Preprinted, 8.5" X 11" (or smaller) freestanding inserts can be included in our run. Please check in the event of larger inserts.

*Your message here!*  
*Unlimited potential.*

INSERT RATES	1X	3X	6X	12X	24X
One Zone*	\$824	\$769	\$714	\$659	\$604
Full Run	\$1,099	\$1,044	\$989	\$934	\$824

**CHARITABLE NONPROFITS:** Contact advertising executives for rates.



**SPACE RESERVATIONS:** Placement instructions must be submitted 7 calendar days before intended publication date.  
**CANCELLATIONS:** Changes or cancellations to your ad schedule must be received in writing 7 days before publication. Otherwise, you will be billed at 100%.