

| AD 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     |
| Front Page Banner* | \$1,638 | \$1,259  | \$1,201   | \$1,142   | \$1028    | \$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.



| INSERTS   | 1x      | 3x      | 6x    | 12x   | 24x   |
|-----------|---------|---------|-------|-------|-------|
| One Zone* | \$824   | \$769   | \$714 | \$659 | \$604 |
| Full Run  | \$1,099 | \$1,044 | \$989 | \$934 | \$824 |

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



**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%.