

# STANDARD RATES

All Rates Include Color

AD NAME	COLUMN INCHES	DIMENSIONS	OPEN	8 ads*	13 ads*	26 ads*	52 ads*
Frequency Discount				15%	20%	25%	32%
Full Page	62.5	9.375" x 12.500"	2,421	2,058	1,937	1,816	1,646
4x12	50	7.458" x 12.500"	2,235	1,900	1,788	1,676	1,520
5x9	46.65	9.375" x 9.333"	2,062	1,753	1,650	1,547	1,402
3x12	37.5	5.541" x 12.500"	1,740	1,479	1,392	1,305	1,183
HalfV	31.25	4.583" x 12.500"	1,506	1,281	1,205	1,130	1,024
HalfH	31.25	9.375" x 6.166"	1,506	1,281	1,205	1,130	1,024
JRP	28	5.541" x 9.333"	1,282	1,089	1,025	961	872
2x12	25	3.667 x 12.500"	1,182	1,005	945	886	804
3x8	24.75	5.541" x 8.250"	1,180	1,003	944	885	803
3x6	18.66	5.541" x 6.166"	970	824	776	727	659
2x9	18.66	3.667 x 9.333"	970	824	776	727	659
2x8	16.5	3.667 x 8.250"	901	765	720	675	612
1/4	15.42	4.583" x 6.166"	794	675	635	595	540
1/5	12.33	3.667 x 6.166"	684	581	547	513	465
3x4	12.13	5.541" x 4.042"	682	580	546	512	464
3x3	9	5.541" x 3.000"	471	400	377	353	320
Sm Square	8.08	3.667 x 4.042"	442	376	354	332	301
1x6	6.16	1.750" x 6.166"	365	310	292	274	248
BBC	6	3.667" x 3.000"	353	300	282	265	240
1x4	4.04	1.750" x 4.042"	294	250	235	221	200
1x3	3	1.750" x 3.000"	257	219	206	193	175

- ▶ **Nonprofit:** We gladly offer a **20% discount** to all nonprofit organizations, which is equivalent to the 13-ad rate.
- ▶ **Guaranteed Position:** Guaranteed position is available for 1/4 page or larger ads as space permits. 25% placement fee applies.
- ▶ **Agency Rates:** The Open rate and 8-ad rate are commissionable at **15%** to recognized agencies.
- ▶ **Production & Design:** All rates include ad design. You can also supply your own camera-ready artwork.
- ▶ **Yearly Bulk Rates:** Advertisers or agencies with indefinite schedules or seasonal budgets may be suited for an annual bulk rate. Inquire with an advertising representative.
- ▶ **Deadlines:** Weekly issue publishes every Thursday. Space Reservation deadline Monday at 12 pm. Artwork deadline Monday at 5 pm. Holidays may affect deadlines.

\* Ads run in consecutive weeks † Full Page with bleed specs available upon request

