

2008 General Display Rates

ADVERTISING RATES PER COLUMN INCH (gross)

Unit Size	1X	6X	13X	19X	26X	39X	52X	104X
3 to 4	N/A	299	287	275	274	265	261	260
5 to 11	330	299	287	275	274	265	261	260
12 to 39	326	295	284	274	273	263	256	255
40 to 69	320	290	279	272	266	257	253	251
70	284	257	247	242	236	229	225	223

COST PER AD BY UNIT SIZE

Unit Size	1X	6X	13X	19X	26X	39X	52X	104X
3	N/A	897	861	825	822	795	783	780
4	N/A	1,196	1,148	1,100	1,096	1,060	1,044	1,040
5	1,650	1,495	1,435	1,375	1,370	1,325	1,305	1,300
6	1,980	1,794	1,722	1,650	1,644	1,590	1,566	1,560
8	2,640	2,392	2,296	2,200	2,192	2,120	2,088	2,080
10	3,300	2,990	2,870	2,750	2,740	2,650	2,610	2,600
12	3,912	3,540	3,408	3,288	3,276	3,156	3,072	3,060
14	4,564	4,130	3,976	3,836	3,822	3,682	3,584	3,570
16	5,216	4,720	4,544	4,384	4,368	4,208	4,096	4,080
18 1/4 Page	5,868	5,310	5,112	4,932	4,914	4,734	4,608	4,590
20	6,520	5,900	5,680	5,480	5,460	5,260	5,120	5,100
22	7,172	6,490	6,248	6,028	6,006	5,786	5,632	5,610
24 1/3 Page	7,824	7,080	6,816	6,576	6,552	6,312	6,144	6,120
26	8,476	7,670	7,384	7,124	7,098	6,838	6,656	6,630
28	9,128	8,260	7,952	7,672	7,644	7,364	7,168	7,140
30	9,780	8,850	8,520	8,220	8,190	7,890	7,680	7,650
32	10,432	9,440	9,088	8,768	8,736	8,416	8,192	8,160
34	11,084	10,030	9,656	9,316	9,282	8,942	8,704	8,670
35 1/2 Page	11,410	10,325	9,940	9,590	9,555	9,205	8,960	8,925
36	11,736	10,620	10,224	9,864	9,828	9,468	9,216	9,180
38	12,388	11,210	10,792	10,412	10,374	9,994	9,728	9,690
40 Jr. Page	12,800	11,600	11,160	10,880	10,640	10,280	10,120	10,040
70 Full Page	19,880	17,990	17,290	16,940	16,520	16,030	15,750	15,610

COLOR RATES

2-Color Rates

Ads less than 24"	730
Ads 24" or greater	1,235
Spread	1,465

4-Color Rates

Ads less than 24"	2,095
Ads 24" or greater	3,575
Spread	4,890

Matched-Color Rates

Page	1,790
Spread	2,355

Metallic Premium

1,025