

Crain's New York Business 2008 Rates

2008 Small Business/Advocacy/Hospital/Charity Rate Card

ADVERTISING RATES PER INCH (GROSS)

Unit Size	3X
3 to 4	N/A
5 to 11	194
12 to 39	192
40 to 69	188
70	167

COST PER AD BY UNIT SIZE

Unit Size	3X
3	N/A
4	N/A
5	970
6	1,164
8	1,552
10	1,940
12	2,304
14	2,688
16	3,072
18 1/4 Page	3,456
20	3,840
22	4,224
24 1/3 Page	4,608
26	4,992
28	5,376
30	5,760
32	6,144
34	6,528
35 1/2 Page	6,720
36	6,912
38	7,296
40 Jr. Page	7,520
70 Full Page	11,690

*This rate is offered at a 3x minimum.

Small Business is defined as a company with 50 employees or less.
Eligibility for rate must be approved by Ad Director and/or Publisher.

