

2010 General Display Rates

ADVERTISING RATES PER COLUMN INCH (gross)

Unit Size	1X	6X	13X	19X	26X	39X	52X	104X
3 to 4	N/A	309	296	283	282	272	265	263
5 to 11	354	309	296	283	282	272	265	263
12 to 39	349	305	293	282	281	270	259	258
40 to 69	343	300	288	280	273	263	256	254
70	304	266	255	249	242	235	227	225

COST PER AD BY UNIT SIZE

Unit Size	1X	6X	13X	19X	26X	39X	52X	104X
3	N/A	927	888	849	846	816	795	789
4	N/A	1,236	1,184	1,132	1,128	1,088	1,060	1,052
5	1,770	1,545	1,480	1,415	1,410	1,360	1,325	1,315
6	2,124	1,854	1,776	1,698	1,692	1,632	1,590	1,578
8	2,832	2,472	2,368	2,264	2,256	2,176	2,120	2,104
10	3,540	3,090	2,960	2,830	2,820	2,720	2,650	2,630
12	4,188	3,660	3,516	3,384	3,372	3,240	3,108	3,096
14	4,886	4,270	4,102	3,948	3,934	3,780	3,626	3,612
16	5,584	4,880	4,688	4,512	4,496	4,320	4,144	4,128
18 1/4 Page	6,282	5,490	5,274	5,076	5,058	4,860	4,662	4,644
20	6,980	6,100	5,860	5,640	5,620	5,400	5,180	5,160
22	7,678	6,710	6,446	6,204	6,182	5,940	5,698	5,676
24 1/3 Page	8,376	7,320	7,032	6,768	6,744	6,480	6,216	6,192
26	9,074	7,930	7,618	7,332	7,306	7,020	6,734	6,708
28	9,772	8,540	8,204	7,896	7,868	7,560	7,252	7,224
30	10,470	9,150	8,790	8,460	8,430	8,100	7,770	7,740
32	11,168	9,760	9,376	9,024	8,992	8,640	8,288	8,256
34	11,866	10,370	9,962	9,588	9,554	9,180	8,806	8,772
35 1/2 Page	12,215	10,675	10,255	9,870	9,835	9,450	9,065	9,030
36	12,564	10,980	10,548	10,152	10,116	9,720	9,324	9,288
38	13,262	11,590	11,134	10,716	10,678	10,260	9,842	9,804
40 Jr. Page	13,720	12,000	11,520	11,200	10,920	10,520	10,240	10,160
70 Full Page	21,280	18,620	17,850	17,430	16,940	16,450	15,890	15,750

COLOR RATES

2-Color Rates

Ads less than 24"	740
Ads 24" or greater	1,250
Spread	1,485

4-Color Rates

Ads less than 24"	2,125
Ads 24" or greater	3,625
Spread	4,960

Matched-Color Rates

Page	1,815
Spread	2,390

Metallic Premium

	1,040
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(Must be added to the appropriate color rate)

2010 General Display Rates—4 Color

COST PER AD BY UNIT SIZE—4 COLOR

Unit Size	1X	6X	13X	19X	26X	39X	52X	104X
3	N/A	3,052	3,013	2,974	2,971	2,941	2,920	2,914
4	N/A	3,361	3,309	3,257	3,253	3,213	3,185	3,177
5	3,895	3,670	3,605	3,540	3,535	3,485	3,450	3,440
6	4,249	3,979	3,901	3,823	3,817	3,757	3,715	3,703
8	4,957	4,597	4,493	4,389	4,381	4,301	4,245	4,229
10	5,665	5,215	5,085	4,955	4,945	4,845	4,775	4,755
12	6,313	5,785	5,641	5,509	5,497	5,365	5,233	5,221
14	7,011	6,395	6,227	6,073	6,059	5,905	5,751	5,737
16	7,709	7,005	6,813	6,637	6,621	6,445	6,269	6,253
18 1/4 Page	8,407	7,615	7,399	7,201	7,183	6,985	6,787	6,769
20	9,105	8,225	7,985	7,765	7,745	7,525	7,305	7,285
22	9,803	8,835	8,571	8,329	8,307	8,065	7,823	7,801
24 1/3 Page	12,001	10,945	10,657	10,393	10,369	10,105	9,841	9,817
26	12,699	11,555	11,243	10,957	10,931	10,645	10,359	10,333
28	13,397	12,165	11,829	11,521	11,493	11,185	10,877	10,849
30	14,095	12,775	12,415	12,085	12,055	11,725	11,395	11,365
32	14,793	13,385	13,001	12,649	12,617	12,265	11,913	11,881
34	15,491	13,995	13,587	13,213	13,179	12,805	12,431	12,397
35 1/2 Page	15,840	14,300	13,880	13,495	13,460	13,075	12,690	12,655
36	16,189	14,605	14,173	13,777	13,741	13,345	12,949	12,913
38	16,887	15,215	14,759	14,341	14,303	13,885	13,467	13,429
40 Jr. Page	17,345	15,625	15,145	14,825	14,545	14,145	13,865	13,785
70 Full Page	24,905	22,245	21,475	21,055	20,565	20,075	19,515	19,375

PLEASE NOTE: Position Premiums are added to space costs before color.