

## National Advertising Rates 2012\*

Effective January 1, 2012

<b>Black and white</b>	1 issue	2-3 issues	4-5 issues	6 issues
Full Page (7 x 10)	\$1,565	\$1,485	\$1,405	\$1,335
2/3 Page (4-9/16 x 10)	1,175	1,115	1,055	1,005
1/2 vt. (4-9/16 x 7-3/8)	980	925	880	830
1/2 hz. (7x 4-7/8)	980	925	880	830
1/3 sq. (4-9/16 x 4-7/8)	710	680	635	605
1/3 vt. (2-3/16 x 10)	710	680	635	605
1/6 vt. (2-3/16 x 4-7/8)	390	370	350	325
1/6 hz. (4-9/16 x 2-3/8)	390	370	350	325
1/12 (2-3/16 x 2-3/8)	205	200	190	175
Cover 2 or 3	1,795	1,700	1,610	1,525
Cover 4	1,880	1,775	1,685	1,590

### 2-Color

Full Page (7 x 10)	\$1,895	\$1,855	\$1,760	\$1,665
2/3 Page (4-9/16 x 10)	1,470	1,390	1,320	1,250
1/2 vt. (4-9/16 x 7-3/8)	1,220	1,155	1,095	1,040
1/2 hz. (7x 4-7/8)	1,220	1,155	1,095	1,040
1/3 sq. (4-9/16 x 4-7/8)	890	845	795	755
1/3 vt. (2-3/16 x 10)	890	845	795	755
1/6 vt. (2-3/16 x 4-7/8)	490	460	435	410
1/6 hz. (4-9/16 x 2-3/8)	490	460	435	410
1/12 (2-3/16 x 2-3/8)	255	250	235	220
Cover 2 or 3	2,250	2,130	2,010	1,900
Cover 4	2,340	2,225	2,105	1,990

### 4-Color

Full Page (7 x 10)	\$2,350	\$2,330	\$2,110	\$1,995
2/3 Page (4-9/16 x 10)	1,765	1,670	1,580	1,500
1/2 vt. (4-9/16 x 7-3/8)	1,460	1,385	1,315	1,245
1/2 hz. (7x 4-7/8)	1,460	1,385	1,315	1,245
1/3 sq. (4-9/16 x 4-7/8)	1,065	1,015	950	905
1/3 vt. (2-3/16 x 10)	1,065	1,015	950	905
1/6 vt. (2-3/16 x 4-7/8)	585	550	525	490
1/6 hz. (4-9/16 x 2-3/8)	585	550	525	490
1/12 (2-3/16 x 2-3/8)	310	295	285	265
Cover 2 or 3	2,435	2,315	2,190	2,075
Cover 4	2,585	2,455	2,325	2,195

**Supplied inserts:** Call 800-724-8458, ext. 23 for information

Ad production is billed at \$60 per hour.

\*Rates reflect a 15% camera-ready/agency discount.