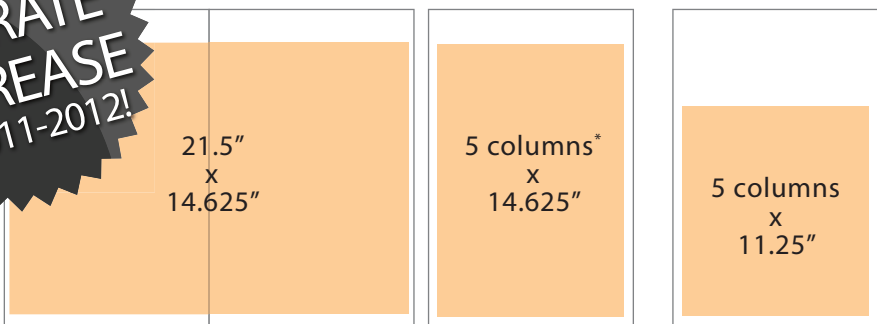


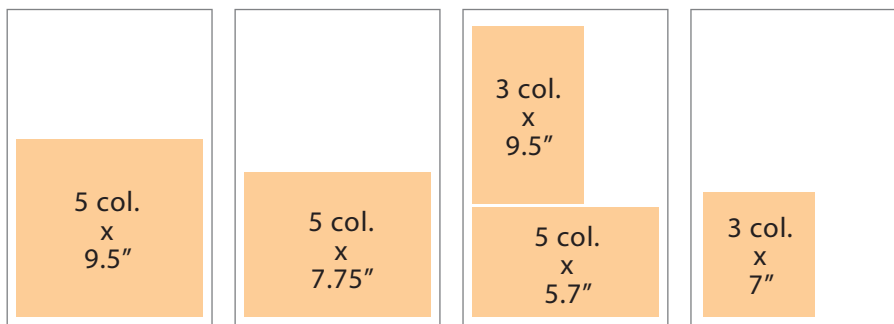


NO RATE INCREASE IN 2011-2012!

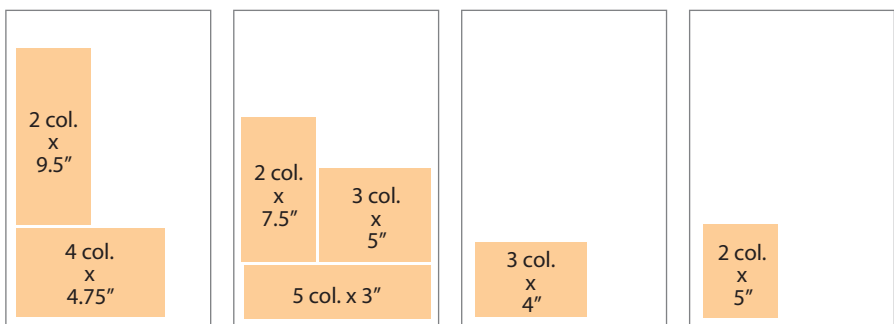


Frequency	Double Truck (2-page spread)	Full Page	3/4 Page
1x	\$1,751. ⁰⁰ /ad	\$698. ³⁴ /ad	\$534. ³⁸ /ad
5x		\$650. ⁸¹ /ad	\$500. ⁶³ /ad
10x (+)		\$603. ²⁸ /ad	\$469. ⁶⁹ /ad

* 1 column = 2 inches



Frequency	2/3 Page	1/2 Page	1/3 Page	1/4 Page Deluxe
1x	\$446. ⁵⁰ /ad	\$356. ⁵⁰ /ad	\$267. ⁹⁰ /ad	\$197. ⁴⁰ /ad
5x	\$418. ⁰⁰ /ad	\$333. ²⁵ /ad	\$250. ⁸⁰ /ad	\$184. ⁸⁰ /ad
10x (+)	\$391. ⁸⁸ /ad	\$313. ⁸⁸ /ad	\$235. ¹³ /ad	\$173. ²⁵ /ad



Frequency	1/4 Page	1/5 Page	1/6 Page	1/8 Page
1x	\$178. ⁶⁰ /ad	\$171. ⁷⁵ /ad	\$137. ⁴⁰ /ad	\$114. ⁵⁰ /ad
5x	\$167. ²⁰ /ad	\$151. ⁵⁰ /ad	\$121. ²⁰ /ad	\$101. ⁰⁰ /ad
10x (+)	\$156. ⁷⁵ /ad	\$143. ²⁵ /ad	\$114. ⁶⁰ /ad	\$95. ⁵⁰ /ad

COLOR RATES

SPOT COLOR  \$150.⁰⁰ per color

FULL COLOR (Four-Color Process, CMYK) \$300.⁰⁰