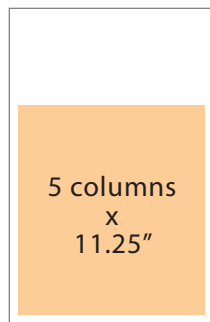
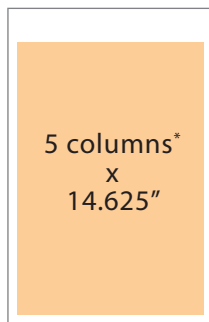
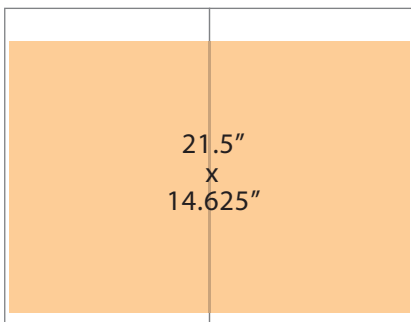
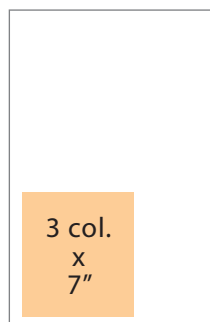
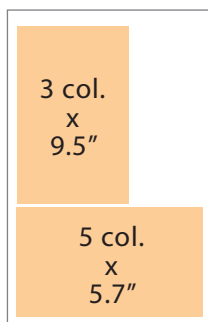
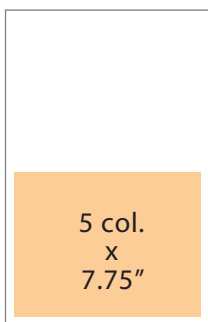
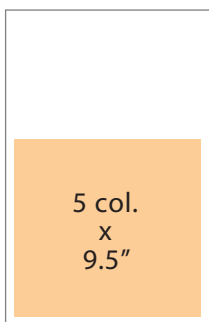


NATIONAL ADVERTISING RATES 2011-2012

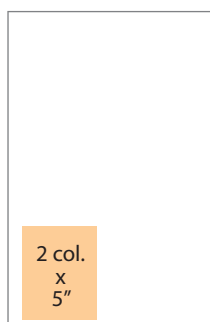
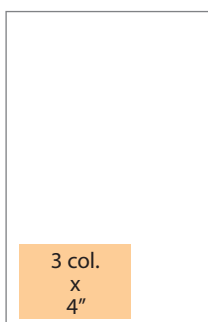
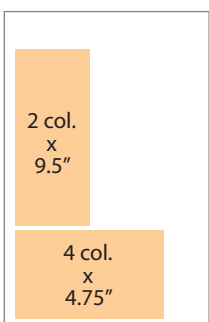


Frequency	Double Truck (2-page spread)	Full Page	3/4 Page
1x	\$1,751. ⁰⁰ /ad	\$895. ²⁸ /ad	\$689. ⁰⁶ /ad
5x		\$859. ²² /ad	\$660. ⁹⁴ /ad
10x (+)		\$822. ⁶⁶ /ad	\$632. ⁸¹ /ad

* 1 column = 2 inches



Frequency	2/3 Page	1/2 Page	1/3 Page	1/4 Page Deluxe
1x	\$581. ⁸⁸ /ad	\$474. ⁶⁹ /ad	\$349. ¹³ /ad	\$257. ²⁵ /ad
5x	\$558. ¹³ /ad	\$455. ³¹ /ad	\$334. ⁸⁸ /ad	\$246. ²⁵ /ad
10x (+)	\$534. ³⁸ /ad	\$435. ⁹⁴ /ad	\$320. ⁶³ /ad	\$236. ²⁵ /ad



Frequency	1/4 Page	1/5 Page	1/6 Page	1/8 Page
1x	\$232. ²⁵ /ad	\$183. ²⁵ /ad	\$147. ⁰⁰ /ad	\$122. ⁵⁰ /ad
5x	\$223. ²⁵ /ad	\$176. ²⁵ /ad	\$141. ⁰⁰ /ad	\$117. ⁵⁰ /ad
10x (+)	\$213. ²⁵ /ad	\$168. ²⁵ /ad	\$135. ⁰⁰ /ad	\$112. ⁵⁰ /ad

NO RATE INCREASE IN 2011-2012!

NATIONAL OPEN RATE† (PCI)

- 1x..... \$12.²⁵/col. in.
- 5x..... \$11.²⁵/col. in.
- 10x... \$11.²⁵/col. in.

†all rates are net and not commissionable

COLOR RATES

SPOT COLOR  \$150.⁰⁰ per color

FULL COLOR
(Four-Color Process, CMYK) \$500.⁰⁰