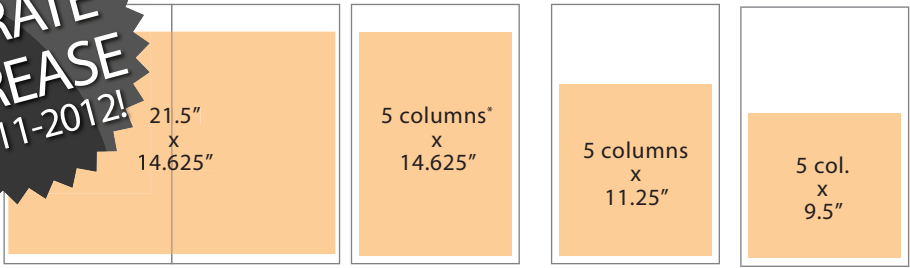


RETAIL ADVERTISING RATES 2011-2012

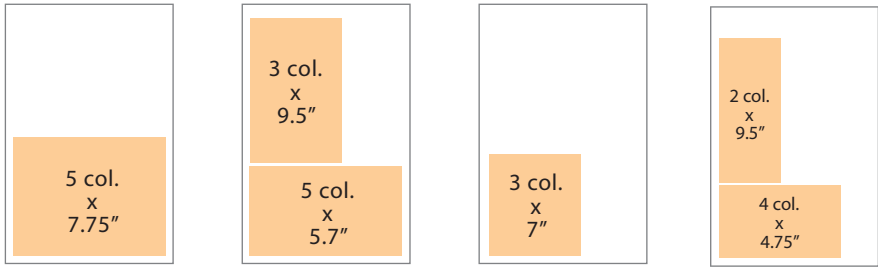


NO RATE INCREASE IN 2011-2012!

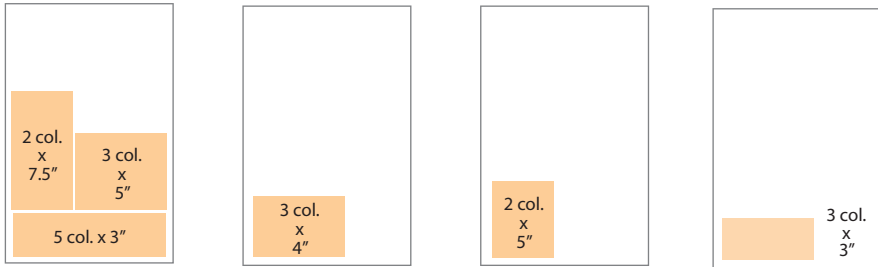


Frequency	Double Truck (2-page spread)	Full Page	3/4 Page	2/3 Page
1x	\$1,751. ⁰⁰ /ad	\$811. ⁶⁹ /ad	\$680. ⁶³ /ad	\$565. ²⁵ /ad
5x		\$680. ⁰⁶ /ad	\$528. ⁷⁵ /ad	\$441. ⁷⁵ /ad
10x (+)		\$643. ⁵⁰ /ad	\$497. ⁸¹ /ad	\$415. ⁶³ /ad

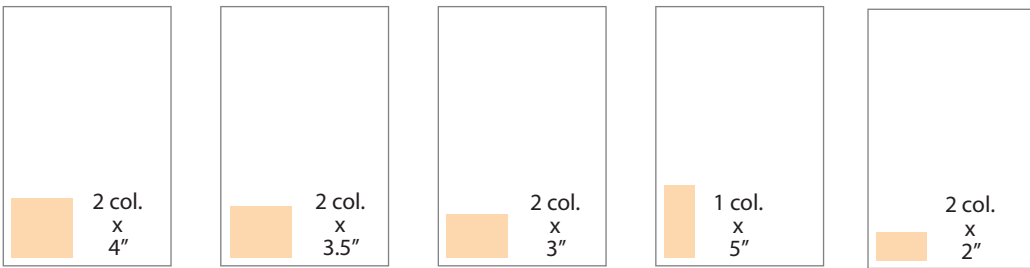
* 1 column = 2 inches



Frequency	1/2 Page	1/3 Page	1/4 Page Deluxe	1/4 Page
1x	\$453. ³⁸ /ad	\$351. ⁹⁸ /ad	\$259. ³⁵ /ad	\$234. ⁶⁵ /ad
5x	\$352. ⁶³ /ad	\$290. ⁷⁰ /ad	\$214. ²⁰ /ad	\$193. ⁸⁰ /ad
10x (+)	\$331. ³¹ /ad	\$275. ⁰³ /ad	\$202. ⁶⁵ /ad	\$183. ³⁵ /ad



Frequency	1/5 Page	1/6 Page	1/8 Page	9 inches
1x	\$189. ⁷⁵ /ad	\$151. ⁸⁰ /ad	\$126. ⁵⁰ /ad	\$113. ⁸⁵ /ad
10x	\$156. ⁵⁰ /ad	\$124. ⁸⁰ /ad	\$104. ⁰⁰ /ad	\$93. ⁶⁰ /ad
20x (+)	\$148. ⁵⁰ /ad	\$118. ⁸⁰ /ad	\$99. ⁰⁰ /ad	\$89. ¹⁰ /ad
30x (+)	\$141. ⁰⁰ /ad	\$112. ⁸⁰ /ad	\$94. ⁰⁰ /ad	\$84. ⁶⁰ /ad



8 inches	7 inches	6 inches	5 inches	4 inches
\$101. ²⁰ /ad	\$88. ⁵⁵ /ad	\$75. ⁹⁰ /ad	\$63. ²⁵ /ad	\$50. ⁶⁰ /ad
\$83. ²⁰ /ad	\$72. ⁸⁰ /ad	\$62. ⁴⁰ /ad	\$52. ⁰⁰ /ad	\$41. ⁶⁰ /ad
\$79. ²⁰ /ad	\$69. ³⁰ /ad	\$59. ⁴⁰ /ad	\$49. ⁵⁰ /ad	\$39. ⁶⁰ /ad
\$75. ²⁰ /ad	\$65. ⁸⁰ /ad	\$56. ⁴⁰ /ad	\$47. ⁰⁰ /ad	\$37. ⁶⁰ /ad

COLOR RATES

SPOT COLOR  \$150.⁰⁰ per color

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