

# PRINT ADVERTISING RATES

## DISPLAY ADVERTISING

Frequency	1x	3x	6x	12x
Double Page Spread	\$15,397	\$14,781	\$14,189	\$13,621
Full Page	\$8,516	\$8,216	\$7,769	\$7,498
1/2 Page	\$6,197	\$6,013	\$5,709	\$5,436
1/4 Page	\$4,856	\$4,737	\$4,543	\$4,290
Strip Ad	\$4,000	\$3,830	\$3,640	\$3,250

These rates are for 4-color. Additional charges may apply for 5-color. All rates are gross.

## DISRUPTIVE/PREMIUM POSITIONS

Mock Cover	\$25,000
Cover Tip	\$18,000
Belly Band	\$12,000
2nd Cover	add 25%
3rd Cover	add 15%
4th Cover	add 35%
TOC	add 15%
Editor's Desk	add 10%

## PRINT SCHEDULE

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Booking Deadline	12/7	1/13	2/11	3/16	4/14	5/10	6/13	7/12	8/16	9/15	10/11	11/4
Materials Due	12/11	1/19	2/17	3/22	4/20	5/16	6/17	7/18	8/22	9/21	10/17	11/10

\*all print are gross