

PRINT ADVERTISING RATES

DISPLAY ADVERTISING

Frequency	1x	3x	6x	12x
Double Page Spread	\$15,705	\$15,077	\$14,473	\$13,893
Full Page	\$8,686	\$8,380	\$7,924	\$7,648
1/2 Page	\$6,321	\$6,133	\$5,823	\$5,545
1/4 Page	\$4,953	\$4,832	\$4,634	\$4,379
Strip Ad	\$4,080	\$3,907	\$3,713	\$3,315

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	1/9	2/8	3/15	4/12	5/10	6/8	7/11	8/15	9/13	10/11	11/9
Materials Due	12/9	1/16	2/13	3/20	4/17	5/15	6/14	7/17	8/21	9/18	10/16	11/3

*all print are gross