

Print Ad Rates / Dates

2012 DISPLAY AD RATES

Black & White	1x	3x	6x	8x
Spread	\$10,925	\$9,900	\$9,250	\$8,600
Full Page	6,100	5,500	5,150	4,775
2/3 Page	4,250	3,800	3,550	3,300
1/2 Page	3,350	3,075	2,800	2,600
1/3 Page	2,275	2,075	1,900	1,800
1/6 Page	1,375	1,200	1,100	1,050

Two-color	1x	3x	6x	8x
Spread	\$12,950	\$11,775	\$10,875	\$10,125
Full Page	7,200	6,500	6,050	5,600
2/3 Page	5,050	4,550	4,250	3,875
1/2 Page	3,975	3,600	3,350	3,125
1/3 Page	2,750	2,500	2,350	2,125

Four-color	1x	3x	6x	8x
Spread	\$14,200	\$12,900	\$12,000	\$11,150
Full Page	7,900	7,150	6,675	6,200
2/3 Page	5,575	5,050	4,665	4,350
1/2 Page	4,350	3,975	3,700	3,450
1/3 Page	3,025	2,750	2,550	2,350

Covers	1x	3x	6x	8x
2nd	n/a	\$8,450	\$7,800	\$7,200
3rd	n/a	8,275	7,650	7,100
4th	n/a	8,500	7,800	7,200

Specifications

For magazine ad specs, please see pages 22-23.

2012 CLOSING DATES

Issue	Space Closing	Materials Due	Issue Mails
Jan/Feb	Nov 8 '11	Dec 8 '11	Jan 13
March/April	Jan 10	Feb 10	Mar 16
May	Mar 2	April 2	May 1
June/July	April 6	May 11	June 15
August	June 1	June 29	July 31
Sept/EXPO	July 2	July 26	Aug 31
October	Aug 1	Aug 24	Oct 2
Nov/Dec	Sept 7	Oct 8	Nov 13
Jan/Feb '13	Nov 8	Dec 7	Jan 15

2012 CLASSIFIED AD RATES

Classified Display Box Rates

Black & White	1x	3x	6x	8x
1/2 Square	\$250	\$225	\$200	\$175
Square	450	425	400	350
Horiz/Vert Box	900	825	775	700
Large Square	1,750	1,650	1,550	1,375

Color	1x	3x	6x	8x
1/2 Square	\$275	\$250	\$225	\$200
Square	550	500	475	425
Horiz/Vert Box	1,075	1,000	925	825
Large Square	2,150	1,975	1,850	1,650

Classified Line Rates

Standard Line:	\$30 per line
Size:	5-line minimum
Enhancements:	Additional \$30 per line each: Shading, Large Font, Color Font

All rates are published per issue in gross. Agency commission is 15% on display advertising.