

## 2010 Advertising Rates

### Rates

SIZE	1x b/w	1x color	3x b/w	3x color	6x b/w	6x color	12x b/w	12x color
Full Page	\$4,000	\$4,825	\$3,800	\$4,625	\$3,500	\$4,325	\$3,200	\$4,025
1/2 Page	2,350	3,175	2,175	3,000	1,950	2,775	1,825	2,650
1/3 Page	1,650	2,425	1,575	2,350	1,500	2,275	1,350	2,125
1/4 Page	1,450	2,075	1,300	1,925	1,175	1,800	1,100	1,725
1/6 Page	1,075	1,700	975	1,600	925	1,550	875	1,500
1/8 Page	925	1,375	850	1,300	775	1,225	725	1,175
1/12 Page	825	1,175	725	1,075	675	1,025	650	1,000
Minimum	650	850	625	825	575	775	550	750

### Cover Rates\*

Inside Front	\$7,050
Inside Back	6,125
Back	7,650

\*Cover Rates include 4/C

### Deadlines 2010 Traditional Building

ISSUE	AD CLOSING	MATERIALS	MAIL
February 2010	12/18/09	12/29/09	2/8/10
April 2010	2/19/10	3/2/10	4/9/10
June 2010	4/23/10	5/4/10	6/14/10
August 2010	6/18/10	6/29/10	8/6/10
October 2010	8/13/10	8/24/10	10/1/10
December 2010	10/22/10	11/2/10	12/13 /10

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