

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 Period Homes

ISSUE	AD CLOSING	MATERIALS	MAIL
January 2010	11/20/10	11/30/08	1/8/09
March 2010	1/15/09	1/26/09	3/4/09
May 2010	3/26/09	4/6/09	5/13/09
July 2010	5/21/09	6/1/09	7/9/09
September 2010	7/16/09	7/27/09	9/3/09
November 2010	9/17/09	9/28/09	11/4/09

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