

PRINT ADVERTISING RATES

DISPLAY ADVERTISING

Frequency	1x	3x	6x	12x
Double Page Spread	\$16,176	\$15,972	\$14,907	\$14,309
Full Page	\$8,947	\$8,631	\$8,162	\$7,877
1/2 Page	\$6,511	\$6,317	\$5,998	\$5,711
1/4 Page	\$5,102	\$4,977	\$4,773	\$4,510
Strip Ad	\$4,202	\$4,024	\$3,824	\$3,413

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	\$15,000
2nd Cover	add 25%
3rd Cover	add 15%
4th Cover	add 35%
TOC	add 15%
Editor's Desk	add 10%