

national rate card #40

*Effective with the Jan/Feb 2007 issue

Rate Base 450,000

General DISPLAY Rates

Black & White	1x	3x	6x	8x	12x	16x
Full Page	\$23,950	\$22,900	\$22,000	\$21,100	\$20,100	\$19,150
2/3 Page	\$17,000	\$16,300	\$15,600	\$14,950	\$14,300	\$13,600
1/2 Page	\$13,200	\$12,650	\$12,100	\$11,600	\$11,100	\$10,550
1/3 Page	\$10,050	\$9,400	\$9,250	\$8,850	\$8,450	\$8,050
4-Color						
Full Page	\$30,500	\$29,150	\$27,950	\$26,700	\$25,500	\$24,300
2/3 Page	\$21,550	\$20,700	\$19,800	\$19,000	\$18,100	\$17,250
1/2 Page	\$16,700	\$16,000	\$15,350	\$14,700	\$14,000	\$13,350
1/3 Page	\$12,700	\$12,200	\$11,750	\$11,200	\$10,700	\$10,200
Covers						
Cover 2, 3, Page 1	\$33,550	\$32,100	\$30,750	\$29,370	\$28,050	\$26,730
Back Cover	\$35,075	\$33,500	\$32,150	\$30,700	\$29,330	\$27,950

Please call your sales representative for rates for 2 page spreads, A/B splits, special positions, insert cards and Publishers' discount for publishers of books and music.

Mail Order sections

Connections: 4-Color

Includes a reader service program. Advertiser response labels are updated every other week, and each Connections ad has a four-month response period. Connections ads include typesetting, camera work, and label processing. Camera-ready ads are not accepted. Section is non-commissionable.

	1x	3x	6x	8x
1/10 Page	\$2,185	\$2,100	\$2,000	\$1,930

Marketplace

Reader service is available for an additional \$100 per issue. Section is non-commissionable.

	1x		3x		6x		8x	
	B&W	4-C	B&W	4-C	B&W	4-C	B&W	4-C
Full Page	\$14,100	\$16,400	\$13,600	\$15,750	\$13,000	\$15,100	\$12,500	\$14,400
1/2 Page	\$7,700	\$9,600	\$7,400	\$9,200	\$7,100	\$8,800	\$6,800	\$8,400
1/3 Page	\$5,200	\$7,300	\$5,100	\$6,900	\$4,900	\$6,500	\$4,700	\$6,200
1/6 Page	\$2,700	\$3,700	\$2,600	\$3,500	\$2,500	\$3,300	\$2,400	\$3,200
1/12 Page	\$1,400	\$1,900	\$1,350	\$1,800	\$1,300	\$1,700	\$1,250	\$1,650