

Advertising Rates (standard)

DISPLAY AD PRICES

Based on work provided by customer²

Number of Editions	Black & White Ad Size ¹ (Cost per ad per edition)				
	Buss Card	Eight Page	Quarter Page	Half Page	Full Page
1	\$ 150.00	\$ 290.00	\$ 510.00	\$ 755.00	\$ 1,300.00
2	\$ 147.00	\$ 284.20	\$ 499.80	\$ 739.90	\$ 1,274.00
3	\$ 142.50	\$ 275.50	\$ 484.50	\$ 717.25	\$ 1,235.00
4	\$ 138.00	\$ 266.80	\$ 469.20	\$ 694.60	\$ 1,196.00
5	\$ 135.00	\$ 261.00	\$ 459.00	\$ 679.50	\$ 1,170.00
6	\$ 127.50	\$ 246.50	\$ 433.50	\$ 641.75	\$ 1,105.00
7	\$ 120.00	\$ 232.00	\$ 408.00	\$ 604.00	\$ 1,040.00
8	\$ 112.50	\$ 217.50	\$ 382.50	\$ 566.25	\$ 975.00
9	\$ 105.00	\$ 203.00	\$ 357.00	\$ 528.50	\$ 910.00
10	\$ 97.50	\$ 188.50	\$ 331.50	\$ 490.75	\$ 845.00
11	\$ 90.00	\$ 174.00	\$ 306.00	\$ 453.00	\$ 780.00
12	\$ 75.00	\$ 145.00	\$ 255.00	\$ 377.50	\$ 650.00

Number of Editions	Color Ad Size ¹ (Cost per ad per edition)				
	Buss Card	Eight Page	Quarter Page	Half Page	Full Page
1	\$ 225.00	\$ 435.00	\$ 765.00	\$ 1,132.50	\$ 1,950.00
2	\$ 220.50	\$ 426.30	\$ 749.70	\$ 1,109.85	\$ 1,911.00
3	\$ 213.75	\$ 413.25	\$ 726.75	\$ 1,075.88	\$ 1,852.50
4	\$ 207.00	\$ 400.20	\$ 703.80	\$ 1,041.90	\$ 1,794.00
5	\$ 202.50	\$ 391.50	\$ 688.50	\$ 1,019.25	\$ 1,755.00
6	\$ 191.25	\$ 369.75	\$ 650.25	\$ 962.63	\$ 1,657.50
7	\$ 180.00	\$ 348.00	\$ 612.00	\$ 906.00	\$ 1,560.00
8	\$ 168.75	\$ 326.25	\$ 573.75	\$ 849.38	\$ 1,462.50
9	\$ 157.50	\$ 304.50	\$ 535.50	\$ 792.75	\$ 1,365.00
10	\$ 146.25	\$ 282.75	\$ 497.25	\$ 736.13	\$ 1,267.50
11	\$ 135.00	\$ 261.00	\$ 459.00	\$ 679.50	\$ 1,170.00
12	\$ 112.50	\$ 217.50	\$ 382.50	\$ 566.25	\$ 975.00

Display Ad deadlines²:

Camera ready materials and/or Digital Files: due the 20th of each month prior to publication date

PRE-PRINTED INSERTS

Based on 5,000 total circulation

Number of Editions >>	1	3	6	9	12
Price per 1000's >>>>>	\$ 155.00	\$ 145.00	\$ 135.00	\$ 125.00	\$ 115.00

Display Ad deadlines²:

Prepared hardcopy Inserts: due the 20th of each month prior to publication date

¹ Refer to Display Sizes sheet for reference to sizes and options

² Datelines may vary on holiday weeks - See specifications and conditions sheet for more instructions on Display Ads and Pre-printed Inserts