

Display Advertising

FREQUENCY	1x	3x	6x	12x
Spread	\$17,675	\$17,455	\$16,290	\$15,635
Full Page	\$9,775	\$9,435	\$8,920	\$8,630
1/2 Page	\$7,115	\$6,905	\$6,555	\$6,240
1/4 Page	\$5,575	\$5,440	\$5,125	\$4,930
Strip Ad	\$4,590	\$4,400	\$4,180	\$3,730

Rates are for 4-color. Additional charge may apply for 5-color. All rates are gross.

Disruptive / Premium Positions

Mock Cover	\$26,522
Cover Tip	\$19,096
Belly Band	\$15,914
2nd Cover	add 25%
3rd Cover	add 15%
4th Cover	add 35%
TOC	add 15%
Editor's Desk	add 10%

Print Rates



Display Advertising

FREQUENCY	1x	3x	6x	12x
Spread	\$17,160	\$16,945	\$15,815	\$15,180
Full Page	\$9,491	\$9,157	\$8,659	\$8,377
1/2 Page	\$6,907	\$6,702	\$6,363	\$6,058
1/4 Page	\$5,413	\$5,280	\$5,063	\$4,784
Strip Ad	\$4,458	\$4,269	\$4,057	\$3,620

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