

rate Card

Preferred Positions: Guaranteed at 10% additional to space rate.

Color Charges: See chart below. Four-color process, no spot/PMS match colors

Production Charges: Our Art Production Dept. is available to produce your ad free of charge for simple typesetting and layout. Ads requiring complex typesetting, design, photostarring or re-sizing may incur additional charges (\$50.00/hr). Artwork submitted and not meeting the exact dimensions shown may be 'floated' in ad space or resized and charged accordingly.

Non-profit Discount: 20% discount off space rates for non-profit organizations.

Space Deadline/Cancellations: Cancellations are not accepted after closing date for space reservations.

Billing & Terms:

- Credit may be extended to established businesses with a signed contract.
- Prepayment is required for all first-time advertisers, transient /out-of-town ads, or for ad space ordered but not on a signed contract .
- Invoices are due upon receipt. Invoices will be considered delinquent and subject to an interest charge of 1.5% per month (18% annual) on accounts 30 days past invoice date.
- Frequency rates apply only if the contract is completed according to terms and within time periods specified. Failure to complete contract will result in a short rate being applied for actual space used.

| Space | 1X | 3X | 6X | 9X | 12X | + Color |
|------------------------|-------|-------|-------|-------|-------|----------|
| Back Cover (4-color) | 2175. | 1990. | 1900. | 1730. | 1650. | included |
| Inside Cover (4-color) | 2085. | 1855. | 1750. | 1595. | 1520. | included |
| 2 Page Spread | 2590. | 2390. | 2265. | 2090. | 1990. | 150. |
| Full Page | 1530. | 1410. | 1360. | 1230. | 1170. | 150. |
| 2/3 Page | 1050. | 960. | 910. | 835. | 795. | 125. |
| 1/2 Page | 910. | 835. | 785. | 730. | 695. | 100. |
| 1/3 Page | 755. | 705. | 680. | 625. | 595. | 80. |
| 1/4 Page | 590. | 550. | 515. | 465. | 445. | 65. |
| 1/6 Page | 445. | 435. | 380. | 345. | 330. | 50. |
| 1/8 Page | 345. | 320. | 300. | 275. | 260. | 40. |
| 1/12 Page | 275. | 245. | 225. | 205. | 195. | 30. |
| 1/16 Page | 190. | 175. | 160. | 145. | 140. | 20. |

