

Print Advertising Rates

NATIONAL RATE BASE: 2,400,000

FOUR COLOR

Full Page	\$264,640
2/3 Page	\$198,580
1/2 Page	\$152,170
1/3 Page	\$105,750
1/4 Page	\$82,700

BLACK & WHITE

Full Page	\$221,030
2/3 Page	\$165,860
1/2 Page	\$127,090
1/3 Page	\$88,320
1/4 Page	\$69,070
1/6 Page	\$44,290

TWO COLOR

Full Page	\$258,200
2/3 Page	\$193,750
1/2 Page	\$148,470
1/3 Page	\$103,180
1/4 Page	\$80,690

COVERS

Second Cover	\$344,030
Third Cover	\$330,800
Fourth Cover	\$378,440

REGIONAL

COMBINED CIRC. PAGE CPM	UP TO 499,999	500,000- 999,999	1,000,000- 1,999,999	2,000,000- 2,499,999	2,500,000- 2,999,999	3,000,000- 3,100,000
Four Color	\$169.65	\$151.61	\$139.44	\$135.19	\$131.48	\$127.94
Two Color	\$164.53	\$146.98	\$135.39	\$131.27	\$127.54	\$124.06
Black & White	\$141.48	\$126.49	\$115.98	\$114.10	\$111.02	\$108.00