

Print Advertising Rates

NATIONAL RATE BASE: 2,350,000

FOUR COLOR

Full Page	\$259,130
2/3 Page	\$194,440
1/2 Page	\$149,000
1/3 Page	\$103,550
1/4 Page	\$80,980

TWO COLOR

Full Page	\$252,820
2/3 Page	\$189,710
1/2 Page	\$145,370
1/3 Page	\$101,030
1/4 Page	\$79,010

BLACK & WHITE

Full Page	\$216,430
2/3 Page	\$162,400
1/2 Page	\$124,450
1/3 Page	\$86,490
1/4 Page	\$67,630
1/6 Page	\$43,370

COVERS

Second Cover	\$336,860
Third Cover	\$323,910
Fourth Cover	\$370,560

REGIONAL

COMBINED CIRC.	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
PAGE CPM						
Four Color	\$166.12	\$148.45	\$136.53	\$132.38	\$128.74	\$125.27
Two Color	\$161.10	\$143.92	\$132.57	\$128.54	\$124.88	\$121.48
Black & White	\$138.53	\$123.86	\$113.57	\$111.73	\$108.70	\$105.75