

# RATE CARD AND AD FORMATS

## FOUR COLOR RATES

Size and Description	1x	3x	6x	9x	12x	18x	24x	36x
1/9 (Std 1/4 Pg)	\$3,400	\$3,390	\$3,330	\$3,310	\$3,280	\$3,240	\$3,205	\$3,180
1/6 (Std 1/3 Pg)	\$4,625	\$4,590	\$4,500	\$4,445	\$4,420	\$4,340	\$4,290	\$4,255
2/9 (Std Half Pg)	\$7,560	\$7,500	\$7,330	\$7,230	\$7,170	\$7,060	\$7,000	\$6,950
1/4 (Std Isl. Half Pg)	\$8,100	\$8,050	\$7,860	\$7,730	\$7,610	\$7,490	\$7,430	\$7,380
3/9 (1/3 Tab Pg)	\$9,740	\$9,660	\$9,425	\$9,320	\$9,120	\$8,905	\$8,770	\$8,690
4/9 Std	\$12,185	\$11,970	\$11,670	\$11,190	\$11,080	\$10,995	\$10,810	\$10,630
5/9 (Jr. Tab)	\$13,385	\$13,170	\$12,870	\$12,390	\$12,280	\$12,200	\$12,010	\$11,830
1/2 Half Tab	\$13,095	\$12,865	\$12,540	\$12,320	\$12,110	\$11,805	\$11,605	\$11,400
5/9 L-Shape/Checkerboard	\$13,900	\$13,670	\$13,345	\$13,125	\$12,955	\$12,610	\$12,410	\$12,205
6/9 2/3 Tab	\$15,855	\$15,625	\$15,300	\$15,080	\$14,910	\$14,565	\$14,365	\$14,160
7/9 U-Shape on Tab	\$17,810	\$17,580	\$17,255	\$17,035	\$16,865	\$16,520	\$16,320	\$16,115
9/9 Full Tab	\$19,865	\$19,315	\$18,455	\$17,790	\$17,140	\$16,380	\$15,645	\$14,950



Cover Stripe: \$3,995



Strip Ad: \$3,995 (for 3)



ILR Unit	1x	3x	6x	9x	12x
ILR Unit 4/C	\$2,300	\$2,200	\$2,100	\$2,000	\$1,900

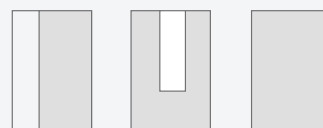


## AD FORMATS

### PUB TRIM SIZE 10-7/16 WIDE x 13-3/4 DEEP

Size and Description	Sizes Available/Shape	Trim Size	Bleed
1/9 (Std 1/4 Pg)	Vertical	3.25 x 4.25	N/A
1/6 (Std 1/3 Pg)	Horizontal & Vertical	4.875 x 4.25 or 2.1875 x 8.75	N/A
2/9 (Std Half Pg)	Horizontal & Vertical	6.625 x 4.25 or 3.25 x 8.75	N/A
1/4 (Std Isl. Half Pg)	Vertical	4.875 x 6.5	N/A
3/9 (1/3 Tab Pg)	Horizontal, 2 Verticals, Diagonal	10 x 4.25 or 4.875 x 8.75 or 3.25 x 13.25 or 3.25 x 4.25	N/A
4/9 Std	Vertical	6.625 x 8.75	N/A
5/9 (Jr. Tab)	Vertical	8.5 x 11	8.75 x 11.25
1/2 Half Tab	Horizontal & Vertical	10 x 6.5 or 4.875 x 13.25	N/A
5/9 L-Shape/Checkerboard	Vertical	3.25 x 4.25	N/A
6/9 2/3 Tab	Horizontal & Vertical	10 x 8.75 or 6.625 x 13.25	N/A
7/9 U-Shape on Tab	Vertical	3.25 x 4.25	N/A
9/9 Full Tab	Vertical	10.4375 x 13.75	10.6875 x 14
Cover Snipe	Vertical	2.377 x 2.383	N/A
Strip Ad	Horizontal	3.1028 x 0.6802	N/A

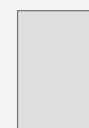
6/9 page vertical



7/9 page



9/9 page



5/9 page checkerboard



5/9 page L-shaped



6/9 page horizontal



5/9 page 8 1/2 x 11



1/2 page horizontal



1/2 page vertical



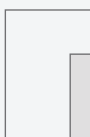
1/9 page



1/6 page horizontal



1/6 page vertical



2/9 page horizontal



2/9 page vertical



1/4 page



3/9 page horizontal



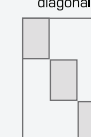
3/9 page vertical



3/9 page vertical



3/9 page diagonal



4/9 page



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