

'11 PRINT RATE CARD

4-COLOR	1X	6X	12X	24X	51X	104X	156X	208X
2-Pg. Spread (140")	\$62,510	\$60,410	\$55,230	\$53,970	\$52,990	\$50,890	\$49,070	\$48,370
Jr. Spread (80")	49,010	46,850	43,490	42,530	41,490	40,370	38,930	38,530
Page (70")	33,210	32,160	29,570	28,940	28,450	27,400	26,490	26,140
3/5 Page (42")	27,400	26,266	24,502	23,998	23,452	22,864	22,108	21,898
Jr. Page (40")	26,460	25,380	23,700	23,220	22,700	22,140	21,420	21,220
Half Page (35")	23,515	22,605	21,275	20,715	20,330	19,735	19,105	19,000
1/3 Page (24")	16,194	15,570	14,610	14,274	13,890	13,578	13,170	13,026
1/4 Page (18")	13,398	12,930	12,210	11,958	11,670	11,436	11,130	11,022
Horizontal Strip (15")	13,050	12,600	11,910	11,670	11,385	11,175	10,875	10,770
Horizontal Strip (10")	10,370	10,070	9,610	9,450	9,260	9,120	8,920	8,850

2-COLOR STANDARD (PROCESS COLORS)								
2-Pg. Spread (140")	\$55,045	\$52,945	\$47,765	\$46,505	\$45,525	\$43,425	\$41,605	\$40,905
Jr. Spread (80")	41,545	39,385	36,025	35,065	34,025	32,905	31,465	31,065
Page (70")	28,020	26,970	24,380	23,750	23,260	22,210	21,300	20,950
3/5 Page (42")	22,210	21,076	19,312	18,808	18,262	17,674	16,918	16,708
Jr. Page (40")	21,270	20,190	18,510	18,030	17,510	16,950	16,230	16,030
Half Page (35")	18,325	17,415	16,085	15,525	15,140	14,545	13,915	13,810
1/3 Page (24")	12,739	12,115	11,155	10,819	10,435	10,123	9,715	9,571
1/4 Page (18")	9,943	9,475	8,755	8,503	8,215	7,981	7,675	7,567
Horizontal Strip (15")	9,595	9,145	8,455	8,215	7,930	7,720	7,420	7,315
Horizontal Strip (10")	6,915	6,615	6,155	5,995	5,805	5,665	5,465	5,395

2-COLOR MATCHED (PMS)*								
2-Pg. Spread (140")	\$56,445	\$54,345	\$49,165	\$47,905	\$46,925	\$44,825	\$43,005	\$42,305
Jr. Spread (80")	42,945	40,785	37,425	36,465	35,425	34,305	32,865	32,465
Page (70")	29,125	28,075	25,485	24,855	24,365	23,315	22,405	22,055
3/5 Page (42")	23,315	22,181	20,417	19,913	19,367	18,779	18,023	17,813
Jr. Page (40")	22,375	21,295	19,615	19,135	18,615	18,055	17,335	17,135
Half Page (35")	19,430	18,520	17,190	16,630	16,245	15,650	15,020	14,915
1/3 Page (24")	14,614	13,990	13,030	12,694	12,310	11,998	11,590	11,446
1/4 Page (18")	11,818	11,350	10,630	10,378	10,090	9,856	9,550	9,442
Horizontal Strip (15")	11,470	11,020	10,330	10,090	9,805	9,595	9,295	9,190
Horizontal Strip (10")	8,790	8,490	8,030	7,870	7,680	7,540	7,340	7,270

*Includes Pantone ink + black

BLACK & WHITE								
2-Pg. Spread (140")	\$51,100	\$49,000	\$43,820	\$42,560	\$41,580	\$39,480	\$37,660	\$36,960
Jr. Spread (80")	37,600	35,440	32,080	31,120	30,080	28,960	27,520	27,120
Page (70")	25,550	24,500	21,910	21,280	20,790	19,740	18,830	18,480
3/5 Page (42")	19,740	18,606	16,842	16,338	15,792	15,204	14,448	14,238
Jr. Page (40")	18,800	17,720	16,040	15,560	15,040	14,480	13,760	13,560
Half Page (35")	15,855	14,945	13,615	13,055	12,670	12,075	11,445	11,340
1/3 Page (24")	11,184	10,560	9,600	9,264	8,880	8,568	8,160	8,016
1/4 Page (18")	8,388	7,920	7,200	6,948	6,660	6,426	6,120	6,012
Horizontal Strip (15")	8,040	7,590	6,900	6,660	6,375	6,165	5,865	5,760
Horizontal Strip (10")	5,360	5,060	4,600	4,440	4,250	4,110	3,910	3,840

AdvertisingAge
 NEW PLATFORMS. NEW PARTNERS. NEW ERA.

COVER WRAPS & GATEFOLDS*

Standard Gatefold off cover (3 pages)	\$101,475	Cover Wrap (2 pages)	\$98,080
3-Page gatefold (in-book)	\$101,475	Half Cover (1 vertical 1/2 page)	\$42,045
Cover Wrap Gatefold (4 pages)	\$150,940	Half Cover (2 vertical 1/2 pages)	\$62,540

*Rates includes any 2, 3 or 4 process colors.

If purchasing unit(s) other than the standard advertising units shown above, calculate your rate based on the following (NOTE: black-and-white rates only; does not include color charges):

ADVERTISING RATES PER COLUMN INCH

SIZE	1X	6X	12X	24X	51X	104X	156X	208X
0 - 9"	\$472	\$449	\$406	\$390	\$379	\$363	\$345	\$342
10 - 29"	466	440	400	386	370	357	340	334
30 - 39"	453	427	389	373	362	345	327	324
40 - 69"	470	443	401	389	376	362	344	339
70"	365	350	313	304	297	282	269	264
71 - 139"	470	443	401	389	376	362	344	339
140" +	365	350	313	304	297	282	269	264

COLOR	UNDER 35"	35"-70" (FULL PAGE)	OVER 70" (SPREADS)
Standard	\$1,555	\$2,470	\$3,945
Matched	3,430	3,575	5,345
Metallic	n/a	5,230	7,225
4-Color	5,010	7,660	11,410

MULTIPLE-PAGE INSERTS (Inserts greater than 9 pages available. Call your rep for pricing)

MORE THAN 94" SQUARE	REGION	1PG	2PG	3PG	4PG	5PG	6PG	7PG	8PG	9PG
	National	\$22,300	\$35,070	\$48,220	\$61,370	\$66,820	\$72,250	\$77,670	\$83,130	\$88,010
	Eastern		26,670	36,660	46,670	50,780	54,910	59,010	63,160	66,900
	Central		21,530	29,630	37,700	41,020	44,390	47,740	51,050	54,070
	Western						21,940	23,620	25,200	26,730

LESS THAN 94" SQUARE	REGION	1PG	2PG	3PG	4PG	5PG	6PG	7PG	8PG	9PG
	National	\$17,910	\$28,140	\$38,690	\$49,270	\$53,600	\$57,970	\$62,370	\$66,670	\$70,670
	Eastern		18,890	26,020	33,120	36,030	38,960	41,880	44,840	47,460
	Central		15,090	20,780	26,440	28,770	31,140	33,460	35,790	37,920
	Western						14,230	15,300	16,370	17,330

CLASSIFIED AD RATES

CLASSIFIED DISPLAY	REGION	1X	4X	12X	24X	51X
	National	\$440	\$405	\$385	\$340	\$315
	Eastern	\$315	\$300	\$285	\$260	\$215
	Central	\$280	\$260	\$220	\$190	\$180
	Western	\$225	\$195	\$190	\$175	\$165

MARKETPLACE	1X	4X	12X	24X	51X
Per Inch	\$205	\$185	\$180	\$170	
Business Card	\$2,730	\$2,620	\$2,505	\$2,355	

BANNERS/PRODUCT SHOWCASE	1X	3X	6X	12X
Direct Marketing	\$1,775	\$1,700	\$1,650	\$1,400
Event Marketing	\$1,775	\$1,700	\$1,650	\$1,400
Executive Showcase	\$1,775	\$1,700	\$1,650	\$1,400
Point of Purchase	\$1,775	\$1,700	\$1,650	\$1,400
Premium & Incentives	\$1,775	\$1,700	\$1,650	\$1,400
Research	\$1,775	\$1,700	\$1,650	\$1,400

COLOR	4-COLOR	2-COLOR
Less Than 18"	\$325	\$110
18" and Greater	\$975	\$315

OTHER ITEMS	
Online Ad Production	\$365
Blind Box #	\$57



SELECT RATES

MARKETER SELECT	1X	6X	12X
Black & White	\$13,975	\$13,350	\$12,000
4-Color	\$17,215	\$16,590	\$15,240
2-Color	\$15,240	\$14,615	\$13,265

AGENCY SELECT	1X	6X	12X
Black & White	\$9,960	\$9,450	\$8,770
4-Color	\$13,200	\$12,690	\$12,010
2-Color	\$11,225	\$10,715	\$10,035

SYNDICATION SELECT RATES

	Pages	Spreads
Black & White	\$11,700	\$23,415
4-Color	\$14,890	\$29,775