



Rate Base 1,500,000
Rates Effective January 2012 Issue

Direct Response Display Rates

4-Color

Page	\$ 153,920
2/3 Page	\$ 118,060
1/2 Page	\$ 94,700
1/3 Page	\$ 69,800
1/6 Page	\$ 31,300

2-Color

Page	\$ 139,580
2/3 Page	\$ 106,160
1/2 Page	\$ 85,260
1/3 Page	\$ 62,820
1/6 Page	\$ 28,390

Black & White

Page	\$ 120,810
2/3 Page	\$ 92,620
1/2 Page	\$ 74,290
1/3 Page	\$ 54,770
1/6 Page	\$ 24,560

