

American baby

Rate Base 2,000,000
Rates Effective January 2010 Issue

"Marketplace" Rates

	1 Issue	3 Issues	6 Issues	12 Issues
FULL RUN - Circulation: 2,000,000				
4-Color				
1/3 page	\$ 40,210	\$ 38,570	\$ 36,950	\$ 34,320
1/6 page	\$ 21,900	\$ 21,000	\$ 20,120	\$ 18,400
1/12 page	\$ 11,360	\$ 10,880	\$ 10,380	\$ 9,660
Black & White				
1/3 page	\$ 35,180	\$ 33,770	\$ 32,330	\$ 30,030
1/6 page	\$ 19,170	\$ 18,390	\$ 17,600	\$ 16,090
1/12 page	\$ 9,960	\$ 9,520	\$ 9,090	\$ 8,450
PRENATAL - Circulation: 1,100,000				
4-Color				
1/3 page	\$ 26,160	\$ 24,530	\$ 23,700	\$ 22,070
1/6 page	\$ 13,260	\$ 12,600	\$ 12,110	\$ 11,630
1/12 page	\$ 6,720	\$ 6,390	\$ 6,060	\$ 5,740
Black & White				
1/3 page	\$ 22,900	\$ 21,470	\$ 20,740	\$ 19,320
1/6 page	\$ 11,610	\$ 11,030	\$ 10,590	\$ 10,180
1/12 page	\$ 5,880	\$ 5,580	\$ 5,300	\$ 5,020
POSTNATAL - Circulation: 1,100,000				
4-Color				
1/3 page	\$ 27,800	\$ 26,160	\$ 24,530	\$ 23,700
1/6 page	\$ 14,150	\$ 13,480	\$ 13,000	\$ 12,430
1/12 page	\$ 7,200	\$ 6,840	\$ 6,500	\$ 6,140
Black & White				
1/3 page	\$ 24,330	\$ 22,900	\$ 21,470	\$ 20,740
1/6 page	\$ 12,380	\$ 11,810	\$ 11,380	\$ 10,890
1/12 page	\$ 6,290	\$ 5,990	\$ 5,690	\$ 5,360

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National Rates

	Full Run 2,000,000	Prenatal 1,100,000	Postnatal 1,100,000
4-Color			
Page	\$ 186,600	\$ 119,800	\$ 119,800
2/3 Page	\$ 145,800	\$ 93,200	\$ 93,200
Digest	\$ 140,300	\$ 90,300	\$ 90,300
1/2 Page	\$ 113,000	\$ 72,000	\$ 72,000
1/3 Page	\$ 74,900	\$ 48,600	\$ 48,600
2-Color			
Page	\$ 168,700	\$ 111,400	\$ 111,400
2/3 Page	\$ 131,700	\$ 85,700	\$ 85,700
Digest	\$ 128,800	\$ 84,000	\$ 84,000
1/2 Page	\$ 101,700	\$ 65,600	\$ 65,600
1/3 Page	\$ 67,300	\$ 43,300	\$ 43,300
Black & White			
Page	\$ 135,800	\$ 87,400	\$ 87,400
2/3 Page	\$ 105,800	\$ 68,300	\$ 68,300
Digest	\$ 102,200	\$ 65,800	\$ 65,800
1/2 Page	\$ 81,500	\$ 52,600	\$ 52,600
1/3 Page	\$ 54,300	\$ 34,700	\$ 34,700
Covers*			
2nd Cover	\$ 205,900		
3rd Cover	\$ 196,600		
4th Cover	\$ 225,000		

*Non-Cancelable

