



Rate Base 1,500,000
Rates Effective January 2010 Issue

Direct Response Display Rates

4-Color

Page	\$ 142,300
2/3 Page	\$ 109,150
1/2 Page	\$ 87,560
1/3 Page	\$ 64,540
1/6 Page	\$ 28,900

2-Color

Page	\$ 129,050
2/3 Page	\$ 98,150
1/2 Page	\$ 78,830
1/3 Page	\$ 58,080
1/6 Page	\$ 26,200

Black & White

Page	\$ 111,690
2/3 Page	\$ 85,630
1/2 Page	\$ 68,680
1/3 Page	\$ 50,630
1/6 Page	\$ 22,710

