

TRADITIONAL HOME[®]

Rate Base 950,000

Rates Effective February / March 2010 Issue

Direct Response Display Rates

| | 1 Issue | 2 Issues | 4 Issues | 6 Issues | 8 Issues |
|--------------------------|----------------|-----------------|-----------------|-----------------|-----------------|
| 4-Color | | | | | |
| Page | \$124,400 | \$105,700 | \$ 99,500 | \$ 93,300 | \$ 87,100 |
| 2/3 Page | \$103,300 | \$ 87,800 | \$ 82,600 | \$ 77,500 | \$ 72,300 |
| 1/2 Page | \$ 89,600 | \$ 76,200 | \$ 71,700 | \$ 67,200 | \$ 62,700 |
| 1/3 Page | \$ 72,200 | \$ 61,400 | \$ 57,800 | \$ 54,200 | \$ 50,500 |
| 2-Color | | | | | |
| Page | \$103,900 | \$ 88,300 | \$ 83,100 | \$ 77,900 | \$ 72,700 |
| 2/3 Page | \$ 81,200 | \$ 69,000 | \$ 65,000 | \$ 60,900 | \$ 56,800 |
| 1/2 Page | \$ 69,600 | \$ 59,200 | \$ 55,700 | \$ 52,200 | \$ 48,700 |
| 1/3 Page | \$ 51,000 | \$ 43,400 | \$ 40,800 | \$ 38,300 | \$ 35,700 |
| Black & White | | | | | |
| Page | \$ 87,200 | \$ 74,100 | \$ 69,800 | \$ 65,400 | \$ 61,000 |
| 2/3 Page | \$ 63,800 | \$ 54,200 | \$ 51,000 | \$ 47,900 | \$ 44,700 |
| 1/2 Page | \$ 55,000 | \$ 46,800 | \$ 44,000 | \$ 41,300 | \$ 38,500 |
| 1/3 Page | \$ 36,700 | \$ 31,200 | \$ 29,400 | \$ 27,500 | \$ 25,700 |

TRADITIONAL HOME[®]

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Rates Effective February / March 2010 Issue

"First Class" Rates

| | 1 Issue | 2 Issues | 4 Issues | 6 Issues | 8 Issues |
|--------------------------|----------------|-----------------|-----------------|-----------------|-----------------|
| 4-Color | | | | | |
| 1/2 Page | \$ 50,800 | \$ 43,200 | \$ 40,600 | \$ 38,100 | \$ 35,600 |
| 1/3 Page | \$ 34,100 | \$ 29,000 | \$ 27,300 | \$ 25,600 | \$ 23,900 |
| 1/6 Page | \$ 19,400 | \$ 16,500 | \$ 15,500 | \$ 14,600 | \$ 13,600 |
| 1/12 Page | \$ 10,700 | \$ 9,100 | \$ 8,600 | \$ 8,000 | \$ 7,500 |
| 2-Color | | | | | |
| 1/2 Page | \$ 46,700 | \$ 39,700 | \$ 37,400 | \$ 35,000 | \$ 32,700 |
| 1/3 Page | \$ 31,200 | \$ 26,500 | \$ 25,000 | \$ 23,400 | \$ 21,800 |
| 1/6 Page | \$ 18,200 | \$ 15,500 | \$ 14,600 | \$ 13,700 | \$ 12,700 |
| 1/12 Page | \$ 9,800 | \$ 8,300 | \$ 7,800 | \$ 7,400 | \$ 6,900 |
| Black & White | | | | | |
| 1/2 Page | \$ 40,600 | \$ 34,500 | \$ 32,500 | \$ 30,500 | \$ 28,400 |
| 1/3 Page | \$ 27,200 | \$ 23,100 | \$ 21,800 | \$ 20,400 | \$ 19,000 |
| 1/6 Page | \$ 15,900 | \$ 13,500 | \$ 12,700 | \$ 11,900 | \$ 11,100 |
| 1/12 Page | \$ 8,500 | \$ 7,200 | \$ 6,800 | \$ 6,400 | \$ 6,000 |