

Parents

Rate Base 2,200,000
Rates Effective January 2012 Issue

National Rates

4-Color

Full Page	\$ 181,480
2/3 Page	\$ 140,400
1/2 Page	\$ 108,780
1/3 Page	\$ 75,500

Covers*

2nd	\$ 208,730
3rd	\$ 199,680
4th	\$ 223,290

Black & White

Full Page	\$ 141,650
2/3 Page	\$ 109,720
1/2 Page	\$ 84,970
1/3 Page	\$ 59,490

*Non-Cancelable



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Rate Base 2,200,000
Rates Effective January 2012 Issue

“Marketplace” Rates

	1 Issue	3 Issues	6 Issues	12 Issues
4-Color				
1/3 Page	\$ 39,030	\$ 37,090	\$ 35,140	\$ 33,190
1/6 Page	\$ 21,220	\$ 20,160	\$ 19,100	\$ 18,040
1/12 Page	\$ 10,620	\$ 10,080	\$ 9,560	\$ 9,020
1 inch	\$ 4,720	\$ 4,490	\$ 4,250	\$ 4,010
Black & White				
1/3 Page	\$ 30,480	\$ 28,950	\$ 27,420	\$ 25,920
1/6 Page	\$ 16,570	\$ 15,740	\$ 14,910	\$ 14,090
1/12 Page	\$ 8,290	\$ 7,870	\$ 7,470	\$ 7,050
1 inch	\$ 3,690	\$ 3,500	\$ 3,320	\$ 3,130

Bleed available, 15% additional.