



# Display Advertising Rates

<b>Black &amp; White</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>18X</b>	<b>24X</b>	<b>36X</b>	<b>48X</b>
2 Page Spread	\$15,271	\$14,516	\$13,952	\$13,610	\$13,300	\$12,544	\$11,851	\$11,137	\$10,469
2 Page Junior Spread	\$12,317	\$11,752	\$11,230	\$10,914	\$10,676	\$10,076	\$9,522	\$8,948	\$8,409
1/2 Page Horizontal Spread	\$10,359	\$9,884	\$9,455	\$9,203	\$8,960	\$8,485	\$8,012	\$7,546	\$7,088
Full Page	\$8,435	\$8,021	\$7,706	\$7,519	\$7,343	\$6,929	\$6,552	\$6,163	\$5,791
2/3 Page, Vertical	\$7,469	\$7,098	\$6,791	\$6,598	\$6,449	\$6,085	\$5,755	\$5,413	\$5,083
Junior Page	\$6,790	\$6,453	\$6,174	\$5,998	\$5,863	\$5,532	\$5,232	\$4,921	\$4,621
1/2 Page, Horizontal or Vertical	\$5,755	\$5,491	\$5,253	\$5,113	\$4,978	\$4,714	\$4,451	\$4,192	\$3,938
1/3 Page, Vertical or Square	\$3,922	\$3,746	\$3,607	\$3,534	\$3,457	\$3,265	\$3,131	\$2,991	\$2,861
1/4 Page, Vertical	\$3,389	\$3,204	\$3,060	\$2,999	\$2,938	\$2,767	\$2,623	\$2,466	\$2,323

<b>Color Charges</b>	<b>4 Color</b>
2 Page Spread	\$3,079
2 Page Junior Spread	\$3,079
1/2 Page Horizontal Spread	\$2,400
Full Page	\$1,925
2/3 Page, Vertical	\$1,925
Junior Page	\$1,925
1/2 Page, Horizontal or Vertical	\$1,925
1/3 Page, Vertical or Square	\$957
1/4 Page Vertical	\$957

Company Profile	\$1,682
Web Site Showcase	\$854

Effective April 2008