

2012 Advertising Rates

Four Color Rates:

AD SIZE	12X	9x	6x	4x	1x
2-Page Spread	\$15,106	\$15,912	\$17,125	\$18,537	\$20,150
Full page	8,338	8,880	9,553	10,332	11,100
2/3 page	6,724	7,083	7,620	8,248	8,966
1/2 page	5,241	5,521	5,940	6,430	6,989
1/3 page	4,580	4,824	5,191	5,619	6,108
1/6 page	3,509	3,696	3,978	4,304	4,679

Black & White Rates:

AD SIZE	12X	9x	6x	4x	1x
Spread	\$11,597	\$12,219	\$13,147	\$14,235	\$15,473
Full page	6,477	6,822	7,340	7,945	8,637
2/3 page	4,776	5,028	5,414	5,859	6,369
1/2 page	3,416	3,595	3,870	4,190	4,555
1/3 page	2,613	2,751	2,961	3,204	3,484
1/6 page	1,551	1,634	1,748	1,902	2,069

Adding a Color to Black and White Ads:

For any size ad, add the appropriate color rate below to the contracted B&W rate:
 One process color: \$550 One matched (PMS) color: \$650 One metallic ink: \$900

Premium Positions:

POSITION	12X	6x
Inside Front	\$10,716	11,982
Inside Back	10,048	11,044
Back Cover	11,859	13,034

Page 3, Page 4, and all guaranteed positions, add 15% to applicable black and white rates.

Other Opportunities:

Preprinted Inserts 2 pages, rate per page: \$3,403 4 pages, rate per page: \$2,963

Corporate Gift Subscription Program

This low-cost, 1-year gift subscription program lets businesses personalize their messages to clients or prospects, using cover wraps or coversheets.

Advertorials Tell your story or present your advocacy position to the decision-makers.

