

2020 Print Advertising Rates

FOUR COLOR RATES:

	12x	9x	6x	4x	1x
2-Page Spread	\$15,257	\$16,484	\$17,705	\$19,129	\$20,351
Full page	8,421	9,057	9,744	10,539	11,211
2/3 page	6,791	7,334	7,877	8,511	9,055
1/2 page	5,293	5,716	6,140	6,634	7,058
1/3 page	4,625	4,996	5,367	5,798	6,169
1/6 page	3,544	3,827	4,110	4,441	4,725

BLACK & WHITE RATES:

	12x	9x	6x	4x	1x
2-Page Spread	\$11,712	\$12,657	\$13,595	\$14,689	\$15,627
Full page	6,541	7,065	7,589	8,199	8,723
2/3 page	4,823	5,209	5,595	6,046	6,432
1/2 page	3,450	3,726	4,002	4,324	4,600
1/3 page	2,639	2,849	3,060	3,306	3,518
1/6 page	1,566	1,692	1,817	1,963	2,089

PREMIUM POSITIONS:

Position	12x	6x
Inside Front	\$10,800	12,000
Inside Back	10,100	11,100
Back Cover	11,900	13,100

Page 3, Page 4, and all guaranteed positions, add 10%.

ADDING A COLOR TO BLACK AND WHITE ADS:

One process color: \$550
One matched (PMS) color: \$650

GeorgiaTrend



PREPRINTED INSERTS

2 pages,
rate per page: \$3,437
4 pages,
rate per page: \$2,992



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