

2007 rates

REGIONAL BLACK-AND-WHITE DISPLAY RATES BACK STAGE EAST OR WEST

AD SIZE	1-5x	6-12x	13-25x	26-39x	40-52x
Back Cover	3,785	3,520	3,270	2,040	n/a
Front Cover	900	n/a	n/a	n/a	n/a
Full Page	2,085	1,960	1,855	1,625	1,570
Island Half	1,280	1,210	1,160	1,030	970
Half Page	1,190	1,080	1,020	905	845
Quarter Page	700	635	600	535	505
Eighth Page	380	350	335	310	280
Column Inch	65	60	55	50	45
Center Spread	5,065	n/a	n/a	n/a	n/a
2-Page Spread	3,340	n/a	n/a	n/a	n/a

NOTE: Minimum rate holder for unit sizes 1/8 page >Color Charge: Add \$900/4-color. \$300 per color >Add 10% for premium positioning

NATIONAL PULL-OUT SECTION BLACK-AND-WHITE DISPLAY RATES BACK STAGE EAST AND WEST

AD SIZE	1-5x	6-12x	13-25x	26-39x	40-52x
Back Cover	5,680	5,275	4,905	3,120	n/a
Front Cover	1,800	n/a	n/a	n/a	n/a
Full Page	3,130	2,935	2,780	2,435	2,355
Island Half	1,915	1,815	1,740	1,545	1,450
Half Page	1,785	1,620	1,530	1,350	1,265
Quarter Page	1,050	950	895	805	760
Eighth Page	570	525	500	465	415
Column Inch	95	90	85	75	70
Center Spread	7,600	n/a	n/a	n/a	n/a
2-Page Spread	5,000	n/a	n/a	n/a	n/a

NOTE: Minimum rate holder for unit sizes 1/8 page >Color Charge: Add \$1,350/4-color. \$450 per color >Add 10% for premium positioning

CLASSIFIED RATES

CLASSIFIED	6 Weeks	13 Weeks	26 Weeks	52 Weeks
Base Rate - 30 words	205	370	700	1,340
Extra Words	4/word	7/word	10/word	13/word
Copy Changes	5/line	10/line	20/line	55/line
Bolded Words	6/word	13/word	26/word	105/word
Border	15	30	55	105
Bold Border	30	55	110	215
Reverse	60	120	205	415

NOTE: Italic words are free of charge

PAID CASTING

CASTING	100-Word Base Ad	Each Additional 20 Words
	55	10



FOR AD SIZES AND PRODUCTION SPECS SEE PAGES 24 & 25