



2009 ADVERTISING RATES

EFFECTIVE: January/February 2009 Issue

PAID RATE BASE: 700,000

FREQUENCY: 10 Issues

Four Color	1x	3x	6x	9x	12x
Page	\$74,200	\$72,000	\$70,500	\$69,000	\$66,800
Spread	148,400	144,000	141,000	138,000	133,600
2/3 Page	57,150	55,450	54,300	53,150	51,450
1/2 Horiz	46,000	44,600	43,700	42,800	41,400
1/3 Page	32,650	31,700	31,000	30,400	29,400
Black & White	1x	3x	6x	9x	12x
Page	\$48,250	\$46,800	\$45,850	\$44,900	\$43,450
Spread	96,500	93,600	91,700	89,800	86,900
2/3 Page	37,150	36,050	35,300	34,550	33,450
1/2 Horiz	29,900	29,000	28,400	27,800	26,900
1/3 Page	21,250	20,600	20,200	19,800	19,100
Covers	1x	3x	6x	9x	12x
Cover 2/Page 1 (+15%)	\$85,350	\$82,800	\$81,100	\$79,400	\$76,800
Cover 3 (+10%)	81,600	79,150	77,500	75,900	73,450
Cover 4 (+20%)	89,050	86,400	84,600	82,800	80,150

Fractional Premiums

2/3 Page is 77% of Page Rate

1/2 Horiz is 62% of Page Rate

1/3 Page is 44% of Page Rate

Customized Regional and Metro Sections Various regional and metro editions to fit advertiser's geographic marketing plans.

Premium Charges No bleed charge.

Specialty Units Rates and production specifications for gatefolds, inserts and multiple page units are available upon request.

Billing Information

- Commission is 15% to agencies.
- Production premiums are not commissionable or discountable.

All rates are gross.

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