

MAGAZINE AD RATE SHEET

BLACK & WHITE ADS	1X	3X	6X	11X
FULL	\$1,520	\$1,365	\$1,225	\$1,120
HALF	\$875	\$785	\$715	\$635
1/3	\$630	\$570	\$520	\$470
1/4	\$485	\$430	\$385	\$350
1/6	\$350	\$320	\$285	\$260
1/8	\$280	\$250	\$230	\$210

PREMIUM POSITIONS	1X	3X	6X	11X
BACK COVER	\$2,590	\$2,335	\$2,100	\$1,885
INSIDE FRONT COVER	\$2,335	\$2,100	\$1,885	\$1,685
INSIDE BACK COVER	\$2,100	\$1,890	\$1,685	\$1,530

*Rates shown are per month charges and are based on receiving camera-ready artwork.

Color (per insertion)

Spot Color: add 10% of monthly rate,

4-color: add 20% of monthly rate

Guaranteed Position

All ads do not have a page placement guarantee.

Premium/Guaranteed placement: add 20% of monthly rate.

