



2009 General Rates

FOUR COLOR	1X	3X	6X	11X
FULL PAGE	\$ 2,626	\$ 2,470	\$ 2,319	\$ 2,257
2/3 PAGE	\$ 1,747	\$ 1,544	\$ 1,446	\$ 1,362
1/2 PAGE	\$ 1,508	\$ 1,316	\$ 1,238	\$ 1,165
1/3 PAGE	\$ 1,217	\$ 879	\$ 827	\$ 780
COVER 4	\$ 3,318	\$ 3,016	\$ 2,834	\$ 2,662
COVER 2 or 3	\$ 3,151	\$ 2,860	\$ 2,678	\$ 2,532

BLACK & WHITE	1X	3X	6X	11X
FULL PAGE	\$ 1,992	\$ 1,872	\$ 1,752	\$ 1,654
2/3 PAGE	\$ 1,300	\$ 1,222	\$ 1,144	\$ 1,076
1/2 PAGE	\$ 1,113	\$ 1,040	\$ 978	\$ 920
1/3 PAGE	\$ 879	\$ 822	\$ 775	\$ 728
1/6 PAGE	\$ 585	\$ 547	\$ 516	\$ 485

2009 Production Schedule

COVER DATE	ORDER CLOSE	AD MATERIALS DUE	MAIL DATE
JANUARY	10/22	11/3	11/20
FEBRUARY	11/17	12/1	12/18
MARCH	12/19	1/5	1/22
APRIL	1/21	2/2	2/19
MAY	2/18	3/2	3/19
JUNE	3/25	4/6	4/23
JULY	4/22	5/4	5/21
AUG/SEPT	5/19	6/1	6/18
OCTOBER	7/22	8/3	8/20
NOVEMBER	8/19	8/31	9/17
DECEMBER	9/23	10/5	10/22

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