

General Advertising Rates 2009

4-color	1x	6x	12x	24x	Dimensions
Full Page	\$3,550	\$3,195	\$2,876	\$2,588	7" x 9 3/4"
2/3	2,840	2,556	2,300	2,070	4 5/8 x 9 1/2
1/2 horizontal	2,272	2,045	1,840	1,656	7 x 5
1/2 island	2,272	2,045	1,840	1,656	4 5/8 x 6 1/2
1/3 vertical	1,818	1,636	1,472	1,325	2 1/4 x 9 1/2
1/3 square	1,818	1,636	1,472	1,325	4 5/8 x 4 5/8
1/6	1,454	1,308	1,178	1,060	2 1/4 x 4 5/8

2-color (black & PMS 294)

	1x	6x	12x	24x	Dimensions
Full Page	\$3,195	\$2,876	\$2,588	\$2,329	7" x 9 3/4"
2/3	2,556	2,300	2,070	1,863	4 5/8 x 9 1/2
1/2 horizontal	2,045	1,840	1,656	1,491	7 x 5
1/2 island	2,045	1,840	1,656	1,491	4 5/8 x 6 1/2
1/3 vertical	1,636	1,472	1,325	1,193	2 1/4 x 9 1/2
1/3 square	1,636	1,472	1,325	1,193	4 5/8 x 4 5/8
1/6	1,308	1,178	1,060	954	2 1/4 x 4 5/8

Black

	1x	6x	12x	24x	Dimensions
Full Page	\$2,876	\$2,588	\$2,329	\$2,096	7" x 9 3/4"
2/3	2,300	2,070	1,863	1,677	4 5/8 x 9 1/2
1/2 horizontal	1,840	1,656	1,491	1,342	7 x 5
1/2 island	1,840	1,656	1,491	1,342	4 5/8 x 6 1/2
1/3 vertical	1,472	1,325	1,193	1,073	2 1/4 x 9 1/2
1/3 square	1,472	1,325	1,193	1,073	4 5/8 x 4 5/8
1/6	1,178	1,060	954	859	2 1/4 x 4 5/8

Trim Size: 8 1/4" x 10 3/4" (Live matter must be kept within 1/4 inch of the trim)

Bleed Size: 8 3/4" x 11 1/4" Full page
17" x 11 1/4" Two page spread

Contact: Sales (703) 893-3632

Production: Mark Graef (703) 875-7600

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