

General Advertising Rates

2010

All rates are Gross

Rate Card #10
Effective January 2010

HIGHROADS

Rate Base: 490,000 ♦ Total Readers: 1,078,000

Circulation Region: Arizona

	1X	3X	6X
4 Color			
Full Page	\$ 10,470	\$ 9,950	\$ 9,420
2/3 Page	7,330	6,960	6,600
1/2 Page	5,870	5,580	5,280
1/3 Page	3,830	3,640	3,450
B&W			
Full Page	\$ 8,280	\$ 7,870	\$ 7,450
2/3 Page	5,790	5,500	5,210
1/2 Page	4,660	4,430	4,190
1/3 Page	3,010	2,860	2,710

All advertising placed in Highroads is subject to a 0.5% Arizona sales tax

