

# Travel Guide Advertising Rates

# 2010

All rates are Net

Rate Card #10  
Effective January 2010

## HIGHROADS

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

Circulation Region: Arizona

	1X	3X	6X
<b>4 Color</b>			
6 inch	\$ 2,950	\$ 2,800	\$ 2,660
4 inch	1,980	1,880	1,780
2 inch	1,000	950	900
<b>B&amp;W</b>			
6 inch	\$ 2,370	\$ 2,250	\$ 2,130
4 inch	1,590	1,510	1,430
2 inch	810	770	730

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

