

# Travel Guide Advertising Rates 2012

All rates are Net

Rate Card #12  
Effective January 2012

## HIGHROADS

Rate Base: 490,000 ♦ Total Readers: 976,500

Circulation Region: Arizona

	1X	3X	6X
<b>4 Color</b>			
6 inch	\$ 3,068	\$ 2,910	\$ 2,760
4 inch	2,059	1,960	1,850
2 inch	1,040	990	940
<b>B&amp;W</b>			
6 inch	\$ 2,465	\$ 2,340	\$ 2,220
4 inch	1,654	1,570	1,490
2 inch	842	800	760

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

