

General Advertising Rates

2010

All rates are Gross

Rate Card #3
Effective January 2010



Rate Base: 170,000 ♦ Total Readers: 374,000

Circulation Region: Alabama

	1X	3X	6X
4 Color			
Full Page	\$ 6,180	\$ 5,870	\$ 5,560
2/3 Page	4,330	4,110	3,900
1/2 Page	3,830	3,640	3,450
1/3 Page	2,290	2,180	2,060
1/6 Page	1,360	1,290	1,220
B&W			
Full Page	\$ 4,940	\$ 4,690	\$ 4,450
2/3 Page	3,460	3,290	3,110
1/2 Page	3,070	2,920	2,760
1/3 Page	1,830	1,740	1,650
1/6 Page	1,090	1,040	980
Cover 2	\$ 7,110	\$ 6,750	\$ 6,400
Cover 3	6,800	6,460	6,120
Cover 4	6,180	5,870	5,560

