

Travel Guide Advertising Rates

2010

All rates are Net

Rate Card #3
Effective January 2010



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

Circulation Region: Alabama

	1X	3X	6X
4 Color			
1/3 Page	\$ 1,770	\$ 1,680	\$ 1,590
4 inch	1,040	990	940
3 inch	870	830	780
2 inch	640	610	580
1 inch	390	370	350
B&W			
1/3 Page	\$ 1,430	\$ 1,360	\$ 1,290
4 inch	850	810	770
3 inch	680	650	610
2 inch	520	490	470
1 inch	320	300	290

