

# Travel Guide Advertising Rates

# 2012

All rates are Net

Rate Card #5  
Effective January 2012



Rate Base: 195,000 ♦ Total Readers: 429,000

Circulation Region: Alabama

	1X	3X	6X
<b>4 Color</b>			
1/3 Page	\$ 1,840	\$ 1,750	\$ 1,660
4 inch	1,080	1,030	970
3 inch	910	860	820
2 inch	670	640	600
1 inch	400	380	360
<b>B&amp;W</b>			
1/3 Page	\$ 1,480	\$ 1,410	\$ 1,330
4 inch	890	850	800
3 inch	710	670	640
2 inch	550	520	500
1 inch	330	310	300

