

# 2012 advertising rates

## RATE CARD 11

Rates effective with  
the Jan/Feb 2012 issue

### FULL CIRCULATION RATES

(Circulation 796,278)

#### Four-color

Full Page	\$31,420
2/3 Page	21,994
1/2 Page	17,281
1/3 Page	12,569
1/6 Page	6,284

#### Black & White

Full Page	\$26,164
2/3 Page	18,315
1/2 Page	14,390
1/3 Page	10,465
1/6 Page	5,232

#### Covers (Four-color)

2nd & 3rd	\$32,991
4th (back)	36,290

### TRAVEL GUIDE RATES

4 inches	\$3,515
3 inches	2,640
2 inches	1,760
1 inch	882

Travel Guide includes Reader Service  
and is only available in full circulation.  
(2.25" wide by size purchased)

For more information,  
call 402.384.4702 or  
fax 402.331.5194

## Newport Audiology Centers

"AAA Member magazines have  
become an integral marketing  
tool for Newport Audiology...  
we're seeing results monthly."

Lori Thompson, Director of Marketing  
Newport Health Network, Inc.



### OHIO/CINCINNATI (Circulation 195,859)

#### Four-color

Full Page	\$11,912
2/3 Page	8,338
1/2 Page	6,551
1/3 Page	4,765
1/6 Page	2,382

#### B&W

Full Page	\$9,637
2/3 Page	6,746
1/2 Page	5,300
1/3 Page	3,855
1/6 Page	1,928

#### 2012

#### TRAVEL GUIDE

#### Four-color

4-inch	\$869
3-inch	651
2-inch	434
1-inch	218



### OHIO/MIAMI VALLEY (Circulation 130,450)

#### Four-color

Full Page	\$7,689
2/3 Page	5,382
1/2 Page	4,229
1/3 Page	3,076
1/6 Page	1,538

#### B&W

Full Page	\$5,991
2/3 Page	4,194
1/2 Page	3,295
1/3 Page	2,396
1/6 Page	1,198

#### 2012

#### TRAVEL GUIDE

#### Four-color

4-inch	\$962
3-inch	723
2-inch	482
1-inch	241



### LEXINGTON/SW VIRGINIA (Circulation 100,620)

#### Four-color

Full Page	\$5,856
2/3 Page	4,099
1/2 Page	3,221
1/3 Page	2,343
1/6 Page	1,171

#### B&W

Full Page	\$4,984
2/3 Page	3,489
1/2 Page	2,741
1/3 Page	1,994
1/6 Page	997

#### 2012

#### TRAVEL GUIDE

#### Four-color

4-inch	\$449
3-inch	337
2-inch	225
1-inch	113



### HARTFORD (Circulation 271,283)

#### Four-color

Full Page	\$12,010
2/3 Page	8,407
1/2 Page	6,606
1/3 Page	4,804
1/6 Page	2,402

#### B&W

Full Page	\$10,209
2/3 Page	7,146
1/2 Page	5,615
1/3 Page	4,083
1/6 Page	2,042

#### 2012

#### TRAVEL GUIDE

#### Four-color

4-inch	\$1,073
3-inch	806
2-inch	539
1-inch	269



### KANSAS (Circulation 98,066)

#### Four-color

Full Page	\$4,604
2/3 Page	3,223
1/2 Page	2,532
1/3 Page	1,842
1/6 Page	921

#### B&W

Full Page	\$3,912
2/3 Page	2,739
1/2 Page	2,153
1/3 Page	1,566
1/6 Page	782

#### 2012

#### TRAVEL GUIDE

#### Four-color

4-inch	\$378
3-inch	285
2-inch	191
1-inch	96