

General Advertising Rates

2010

All rates are Gross

Rate Card #14
Effective January 2010



Rate Base: 800,000 ♦ Total Readers: 1,920,000

Circulation Region: Texas

	1X	3X	6X
4 Color			
Full Page	\$ 18,480	\$ 17,560	\$ 16,630
2/3 Page	12,950	12,300	11,660
1/2 Page	11,560	10,980	10,400
1/3 Page	6,930	6,580	6,240
1/6 Page	4,080	3,880	3,670
B&W			
Full Page	\$ 14,780	\$ 14,040	\$ 13,300
2/3 Page	10,360	9,840	9,320
1/2 Page	9,240	8,780	8,320
1/3 Page	5,550	5,270	5,000
1/6 Page	3,260	3,100	2,930
Cover 2	\$ 21,260	\$ 20,200	\$ 19,130
Cover 3	20,320	19,300	18,290
Cover 4	\$ 18,480	\$ 17,560	\$ 16,630

