

Travel Guide Advertising Rates

2010

All rates are Net

Rate Card #14
Effective January 2010



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

Circulation Region: Texas

	1X	3X	6X
4 Color			
1/3 Page	\$ 5,220	\$ 4,960	\$ 4,700
4 inch	3,050	2,900	2,750
3 inch	2,020	1,920	1,820
2 inch	1,360	1,290	1,220
1 inch	690	660	620
Black & White			
1/3 Page	\$ 4,160	\$ 3,950	\$ 3,740
4 inch	2,440	2,320	2,200
3 inch	1,610	1,530	1,450
2 inch	1,080	1,030	970
1 inch	550	520	500

