

General Advertising Rates

2012

All rates are Gross

Rate Card #16
Effective January 2012



Rate Base: 880,000 ♦ Total Readers: 1,848,000

Circulation Region: Texas

	1X	3X	6X
4 Color			
Full Page	\$ 19,410	\$ 18,440	\$ 17,470
2/3 Page	13,610	12,930	12,250
1/2 Page	12,150	11,540	10,940
1/3 Page	7,280	6,920	6,550
1/6 Page	4,280	4,070	3,850
B&W			
Full Page	\$ 15,520	\$ 14,740	\$ 13,970
2/3 Page	10,880	10,340	9,790
1/2 Page	9,710	9,220	8,740
1/3 Page	5,830	5,540	5,250
1/6 Page	3,430	3,260	3,090
Cover 2	\$ 22,340	\$ 21,220	\$ 20,110
Cover 3	21,350	20,280	19,220
Cover 4	19,410	18,440	17,470

