

# General Advertising Rates

# 2012

All rates are gross

Rate Card #57  
Effective January 2012



Rate Base: 3,950,000 ♦ Total Readers: 9,085,000

Circulation Region: Southern California

	1X	3X	6X	8X
<b>4 Color</b>				
Full Page	\$ 56,010	\$ 52,650	\$ 50,970	\$ 49,850
2/3 Page	40,320	37,900	36,690	35,880
1/2 Page	30,260	28,440	27,540	26,930
1/3 Page	20,310	19,090	18,480	18,080
1/6 Page	10,370	9,750	9,440	9,230
<b>B&amp;W</b>				
Full Page	\$ 44,260	\$ 41,600	\$ 40,280	\$ 39,390
2/3 Page	33,180	31,190	30,190	29,530
1/2 Page	26,570	24,980	24,180	23,650
1/3 Page	17,700	16,640	16,110	15,750
1/6 Page	8,850	8,320	8,050	7,880
<b>Cover 2</b>	\$ 64,430	\$ 60,560	\$ 58,630	\$ 57,340
<b>Cover 3</b>	\$ 61,630	\$ 57,930	\$ 56,080	\$ 54,850
<b>Cover 4</b>	\$ 56,010	\$ 52,650	\$ 50,970	\$ 49,850

