

Travel Guide Rates

2012

All rates are NET

Rate Card #57
Effective January 2012



Rate Base: 3,950,000 ♦ Total Readers: 9,085,000
Circulation Region: Southern California

	1X	3X	6X	8X
4 Color				
1/3 Page	\$ 12,700	\$ 11,940	\$ 11,560	\$ 11,300
1/6 Page	6,460	6,070	5,880	5,750
3 inch	4,460	4,190	4,060	3,970
2 inch	3,020	2,840	2,750	2,690
1 inch	1,550	1,460	1,410	1,380
B&W				
1/3 Page	\$ 10,250	\$ 9,640	\$ 9,330	\$ 9,120
1/6 Page	5,290	4,970	4,810	4,710
3 inch	3,580	3,370	3,260	3,190
2 inch	2,410	2,270	2,190	2,140
1 inch	1,240	1,170	1,130	1,100

