# Westways

2016

## 2016 RATE CARD

## GROSS ADVERTISING RATES

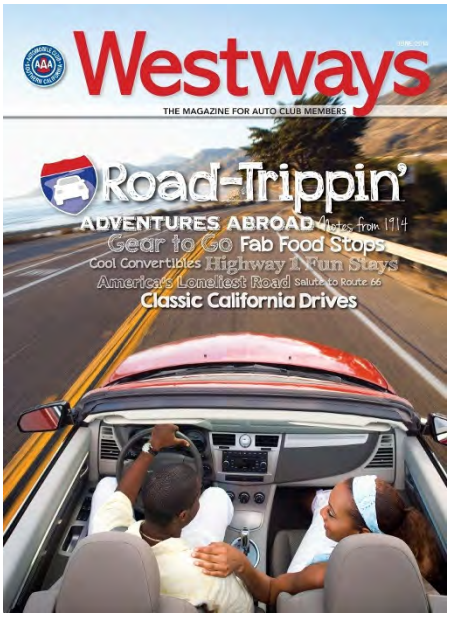
Rate Card #61
Effective January 2016

### GENERAL ADVERTISING RATES

All rates are gross

| 4 COLOR | 1X | 3X | 6X | 8X |
|---|---|---|---|---|
| Full Page | $ 58,570 | $ 55,060 | $ 53,300 | $ 52,130 |
| 2/3 Page | 42,160 | 39,630 | 38,370 | 37,520 |
| 1/2 Page | 31,640 | 29,740 | 28,790 | 28,160 |
| 1/3 Page | 21,240 | 19,970 | 19,330 | 18,900 |
| 1/6 Page | 10,840 | 10,190 | 9,860 | 9,650 |

| B&W | | | | |
|---|---|---|---|---|
| Full Page | $ 46,280 | $ 43,500 | $ 42,110 | $ 41,190 |
| 2/3 Page | 34,690 | 32,610 | 31,570 | 30,870 |
| 1/2 Page | 27,790 | 26,120 | 25,290 | 24,730 |
| 1/3 Page | 18,500 | 17,390 | 16,840 | 16,470 |
| 1/6 Page | 9,260 | 8,700 | 8,430 | 8,240 |




### AD SIZES

**FULL PAGE & SPREADS**

**Full Page**
7.875"W x 10.5"H

**Spreads**
15.75"W x 10.5"H

Add .125" bleed to all sides.

Live copy no less than .25" from trims.

**2/3 PAGE**

**Vertical**
4.5"W x 9.5"H

**1/2 PAGE**

**Horizontal**
6.875"W
x 4.625"H

**1/3 PAGE**

**Square**
4.5"W
x 4.625"H

**Vertical**
2.125"W
x 9.5"H

**1/6 PAGE**

**Vertical**
2.125"W
x 4.625"H