



## 2013 Advertising Rates

**Average Circulation: 115,000**

### General Advertising Rates

	<b>B&amp;W</b>	<b>4/C</b>
2-page spread	\$12,750	\$19,000
Full Page	\$6,390	\$9,510
2/3 Page	\$5,170	\$7,570
1/2 Page	\$4,130	\$6,220
1/3 Page	\$2,590	\$3,790
1/6 Page	\$1,390	\$1,920

### Premium Positions

Inside Front Cover	\$11,650
Inside Back Cover	\$11,410
Back Cover	\$11,890
Other special positions add 10%	

### Frequency Discounts

- 4% for 2X
- 6% for 3X
- 10% for 4X

### Inserts

Advertiser must run a minimum 1/2-page display ad with any Business Reply Card insert. BRC and insert positions are limited. Rates available on request for inserts, gatefold and bind-in cards.

### Agency Commission

We offer a standard 15 % commission to recognized agencies on ad rates shown above.

### Vacation Planning Guide Ad Rates

#### Plan AA

Six ads per page, 4/C image and up to 75 words of copy:

1X rate	\$2,020 net
4X rate	\$1,830 net

#### Plan A

12 ads per page, 4/C image and up to 30 words of copy:

1X rate	\$1,120 net
4X rate	\$980 net

#### Plan B

24 ads per page, B&W logo and up to 30 words of copy:

1X rate	\$690 net
4X rate	\$630 net