



## 2013 Advertising Rates

**Average Circulation: 300,000**

### General Advertising Rates

	<b>B&amp;W</b>	<b>4/C</b>
2-page spread	\$42,480	\$64,090
Full Page	\$21,260	\$32,040
2/3 Page	\$16,980	\$25,480
1/2 Page	\$13,990	\$20,950
1/3 Page	\$8,530	\$12,730
1/6 Page	\$4,260	\$6,420

### Premium Positions

Inside Front Cover	\$39,240
Inside Back Cover	\$38,460
Back Cover	\$40,100

Other special positions add 10%

### Frequency Discounts

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

### 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

All Vacation Planning Guide rates shown below are NET.

#### Plan AA

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

1X rate	\$4,000
6X rate	\$3,600

#### Plan A

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

1X rate	\$2,000
6X rate	\$1,800

#### Plan B

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

1X rate	\$1,000
6X rate	\$900