



ADVERTISING RATES

	FOUR-COLOR	1X	3X	6X	12X	18X	24X
Full Page		\$7120	\$6764	\$6550	\$6337	\$6123	\$5910
2/3 Page		\$5880	\$5586	\$5410	\$5233	\$5057	\$4880
1/2 Page		\$4626	\$4395	\$4256	\$4117	\$3978	\$3840
1/3 Page		\$3326	\$3160	\$3060	\$2960	\$2860	\$2761
1/6 Page		\$1830	\$1739	\$1684	\$1629	\$1574	\$1519
Cover 2		\$9100	\$8645	\$8372	\$8099	\$7826	\$7553
Cover 3		\$8700	\$8265	\$8004	\$7743	\$7482	\$7221

NOTE: All rates are 4-color. Run-of-book spreads are 2 times Page Rate with frequency discounts applied to the cumulative total of pages scheduled. Rates for inside cover spreads, inserts, gate-folds, multi-title/frequency advertising, and other special advertising will be quoted on request. Preferred position, add 10% to all rates.

COMMISSION: 15% to recognized agencies providing print-ready materials.

PAYMENT: Cash with order or net 30 from invoice date.

SPACE DEADLINE: 27th of the third month preceding issue date.

MATERIALS DEADLINE: Seven days after space closing. When material or space closing dates fall on a Saturday, Sunday, or a holiday, space or materials are due the preceding workday.

2012 ISSUES	SPACE DEADLINE	MATERIALS DEADLINE
JANUARY	October 27, 2011	November 2, 2011
FEBRUARY	November 23, 2011	November 29, 2011
MARCH	December 23, 2011	December 29, 2011
APRIL	January 27, 2012	February 2, 2012
MAY	February 27, 2012	March 5, 2011
JUNE	March 27, 2012	April 2, 2012
JULY	April 27, 2012	May 3, 2012
AUGUST	May 25, 2012	May 31, 2012
SEPTEMBER	June 27, 2012	July 3, 2012
OCTOBER	July 27, 2012	August 2, 2012
NOVEMBER	August 24, 2012	August 30, 2012
DECEMBER	September 27, 2012	October 3, 2012

FOR MORE INFORMATION, CONTACT:

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