

# 2008 Regional Rates

Effective January 2008 Issue

Regional rates apply for circulation bought at the state level or by regional area.  
Minimum regional buy: \$6,010 gross

## Four-Color CPM

Circulation	Page	2/3 Page	1/2 Page	1/3 Page
up to 499,999	\$113.47	\$87.08	\$68.98	\$52.59
500,000 – 999,999	104.83	76.40	60.28	47.98
1,000,000 – 1,999,999	95.18	69.27	53.59	43.60
2,000,000 – 2,999,999	89.72	64.95	50.17	41.57
3,000,000 – 3,799,999	85.05	61.63	47.70	38.93

## Two-Color CPM

Circulation	Page	2/3 Page	1/2 Page	1/3 Page
up to 499,999	\$111.63	\$83.37	\$66.18	\$43.70
500,000 – 999,999	102.42	73.60	57.87	38.93
1,000,000 – 1,999,999	93.31	65.39	51.46	34.83
2,000,000 – 2,999,999	87.64	61.52	47.75	32.64
3,000,000 – 3,799,999	83.37	58.54	45.39	31.02

## Black & White CPM

Circulation	Page	2/3 Page	1/2 Page	1/3 Page
up to 499,999	\$95.17	\$71.35	\$55.28	\$37.37
500,000 – 999,999	87.64	62.70	48.54	33.03
1,000,000 – 1,999,999	79.50	55.79	42.75	29.66
2,000,000 – 2,999,999	74.89	52.59	40.50	27.97
3,000,000 – 3,799,999	71.18	50.00	38.32	26.46