

2010 Regional Rates

Effective January 2010 Issue

Regional rates apply for circulation bought at the state level or by regional area.
Minimum regional buy: \$6,600 gross

Four-Color CPM

Circulation	Page	2/3 Page	1/2 Page	1/3 Page
up to 499,999	\$123.89	\$95.07	\$75.31	\$57.42
500,000 – 999,999	114.45	83.41	65.81	52.38
1,000,000 – 1,999,999	103.92	75.63	58.51	47.60
2,000,000 – 2,999,999	97.96	70.91	54.78	44.96
3,000,000 – 3,799,999	92.86	67.29	52.08	42.50

Two-Color CPM

Circulation	Page	2/3 Page	1/2 Page	1/3 Page
up to 499,999	\$121.88	\$91.02	\$72.26	\$47.71
500,000 – 999,999	111.82	80.36	63.18	42.50
1,000,000 – 1,999,999	101.88	71.39	56.18	38.03
2,000,000 – 2,999,999	95.69	67.17	52.13	35.64
3,000,000 – 3,799,999	91.02	63.91	49.56	33.87

Black & White CPM

Circulation	Page	2/3 Page	1/2 Page	1/3 Page
up to 499,999	\$103.91	\$77.90	\$60.35	\$40.80
500,000 – 999,999	95.69	68.46	53.00	36.06
1,000,000 – 1,999,999	86.80	60.91	46.67	32.38
2,000,000 – 2,999,999	81.76	57.42	44.22	30.54
3,000,000 – 3,799,999	77.71	54.59	41.84	28.89

Rate Base: 3.8 million

2010 Regional Circulation

Region No.	Region	Circulation
Region 1 New England		
11	Maine	24,900
12	New Hampshire	22,800
13	Vermont	11,200
14	Massachusetts	93,100
15	Rhode Island	15,100
16	Connecticut	51,200
Total New England		218,300
Region 2 Middle Atlantic		
21	New York	224,000
22	New Jersey	115,200
23	Pennsylvania	221,400
24	Delaware	13,900
25	Maryland	45,600
26	District of Columbia	47,800
Total Middle Atlantic		667,900
Region 3 East North Central		
31	Ohio	195,700
32	Indiana	78,100
33	Illinois	157,600
34	Michigan	151,300
35	Wisconsin	105,400
Total East North Central		688,100
Region 4 West North Central		
41	Minnesota	89,000
42	Iowa	62,700
43	Missouri	80,600
44	North Dakota/South Dakota	29,800
45	Nebraska	34,400
46	Kansas	69,900
Total West North Central		366,400
Region 5 South Atlantic		
51	Virginia/ West Virginia	102,500
52	North Carolina	119,100
53	South Carolina	51,200
54	Georgia	94,300
55	Florida	189,000
Total South Atlantic		556,100

Region No.	Region	Circulation
Region 6 East South Central		
61	Kentucky	58,600
62	Tennessee	98,900
63	Alabama	62,400
64	Mississippi	30,800
Total East South East		250,700
Region 7 West South Central		
71	Arkansas	35,200
72	Louisiana	46,300
73	Oklahoma	52,800
74	Texas	223,100
Total West South Central		357,400
Region 8 Mountain		
81	Montana/Wyoming	25,900
82	Idaho	18,400
83	Colorado	53,900
84	New Mexico	19,700
85	Arizona	60,700
86	Utah	27,800
87	Nevada	23,900
Total Mountain		230,300
Region 9 Pacific		
91	Alaska	6,600
92	Washington	77,200
93	Oregon	57,700
94	California	284,400
95	Hawaii	10,300
Total Pacific		436,200
Region 10 Other		
101	Canada	25,600
102	National (Non-Regional)	3,000
Total Other		28,600
GRAND TOTAL		3,800,000