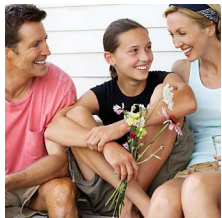




# rates



magazine info

## Split Runs 2009

### Regional Split Runs

Geographic split runs are available in offset only along regional, state and spot market lines. Premiums do not earn any discounts and are not subject to 15% agency commission. Geographic and spot market splits are available in every issue, subject to mechanical capacity.

### Position

Full latitude is necessary on all advertisements to meet mechanical and make-up considerations.

Important Orders, copy and copy instructions for regional and spot market and state split-run advertisements must be clearly marked as such and should clearly identify the copy to be used in a specific regional edition(s), geographical area(s) or "balance of circulation."

### Minimum Charge of \$8,400 gross per page

<b>4-COLOR</b>	<b>Page</b>	<b>Spread</b>
1st Copy Change	\$7,700	\$9,200
Each Additional Copy Change	\$6,100	\$7,700
Perfect A/B	\$14,700	\$28,000

<b>BLACK &amp; WHITE</b>	<b>Page</b>	<b>Spread</b>
1st Copy Change	\$6,100	\$7,000
Each Additional Copy Change	\$5,400	\$6,100

<b>REGIONAL</b>	<b>Page</b>	<b>Spread</b>
Regional Copy Change	\$3,200	\$4,700