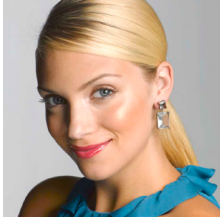




rates



magazine info

National Advertising Rates 2010

Effective January 2010 issue

Rate Base: 3,800,000

	4-COLOR	2-COLOR	BLACK & WHITE
Full Page	\$254,000	\$247,400	\$240,500
2/3 Page	\$193,000	\$183,000	\$175,100
1/2 Pg, Chkbd. & Digest	\$153,600	\$148,500	\$144,400
1/3 Page	\$112,600	\$94,900	\$92,600
1/6 Page	\$74,300	\$58,500	\$49,500
4th Cover	\$360,600	—	—
2nd Cover	\$307,400	—	—
3rd Cover	\$279,300	—	—