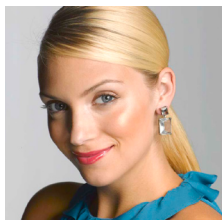




rates



magazine info

Split Runs 2010

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."

4-COLOR	Page	Spread
1st Copy Change	\$7,900	\$9,500
Each Additional Copy Change	\$6,300	\$7,900
Perfect A/B	\$15,100	\$28,800

BLACK & WHITE	Page	Spread
1st Copy Change	\$6,300	\$7,200
Each Additional Copy Change	\$5,600	\$6,300

REGIONAL	Page	Spread
Regional Copy Change	\$3,300	\$4,800