

2011 Ad Rates

Effective 1 Jan 2011

- All earned frequency rates based on a consecutive twelve-month period.
- Rates based on Black and White ads; Color and/or Preferred Position *extra*, see below.
- Agency Commission: 15% to recognized agencies if paid within 30 days from date of invoice.
- Terms: Net 30 days.
- Rate Protection: All orders for 2011 received by 1 Jan 2011 will be rate-protected on the 2010 rates through the June/July 2011 issue.

Size *	1x	3x	6x	7x	12x
Full Page	\$8,510	\$7,925	\$7,293	\$7,000	\$6,450
2/3 Page	6,440	5,995	5,510	5,280	4,890
1/2 Island	5,540	5,130	4,745	4,570	4,190
1/2 Page	5,090	4,735	4,350	4,175	3,845
1/3 Page	3,815	3,535	3,265	3,145	2,885
1/4 Page	3,000	2,775	2,545	2,465	2,265
1/6 Page	2,070	1,910	1,770	1,695	1,560

Cover *	1x	3x	6x	7x	12x
Back Cover	\$10,195	\$9,710	\$9,175	\$8,935	\$8,090
Inside Front	9,760	9,180	8,640	8,390	7,875
Inside Back	9,600	9,040	8,475	8,230	7,715

* 4-Color charge additional

Color (all ads, all sizes)	
Matched color	\$1,130
4 Color	2,470

Bleed	
No Charge for Bleed	

Preferred Page Position & Consecutive Page Charges	
Additional 10% on space rate. Contact publisher for available preferred positions	