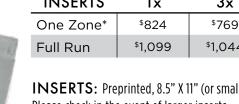


AD SIZE	OPEN	7x (30%)	13x (35%)	1 7 x (40%)	26x (50%)	39x (55%)	52x (60%)
Double Page Spread	^{\$} 5,845	\$4,013	\$3,727	\$3,440	\$2,868	\$2,580	\$2,294
Full Page	\$3,646	\$2,503	\$2,324	\$2,145	\$1,787	\$1,609	\$1,430
3/4 Page	^{\$} 3,157	\$2,168	\$2,013	^{\$} 1,857	^{\$} 1,548	^{\$} 1,393	\$1,239
Island	\$2,648	\$1,818	^{\$} 1,689	^{\$} 1,558	\$1,299	\$1,169	\$1,038
1/2 Page	^{\$} 2,189	^{\$} 1,503	^{\$} 1,396	^{\$} 1,288	\$1,073	\$966	^{\$} 858
3/8 Page	^{\$} 1,668	\$1,144	\$1,063	\$982	\$818	\$736	^{\$} 654
1/4 Page	\$1,179	\$809	^{\$} 751	^{\$} 693	^{\$} 578	^{\$} 520	^{\$} 462
1/8 Page	\$817	^{\$} 559	^{\$} 520	\$481	\$401	\$359	\$319
Front Page Banner*	\$1,638	\$1,259	\$1,201	\$1,142	\$1028	\$969	\$913

Accredited advertising agencies receive 15% discount, provided invoices are paid within 30 days. Add second color: \$200. Add four colors: \$600. Color charges are non-commissionable. Art production: \$75/hr. We would be pleased to guarantee a premium position; however, there is an additional 10% charge. *Front page banner includes 4 color.



 INSERTS
 1x
 3x
 6x
 12x
 24x

 One Zone*
 \$824
 \$769
 \$714
 \$659
 \$604

 Full Run
 \$1,099
 \$1,044
 \$989
 \$934
 \$824

INSERTS: Preprinted, 8.5" X 11" (or smaller) freestanding inserts can be included in our run. Please check in the event of larger inserts.





CHARITABLE NONPROFITS:

Contact advertising executives for rates.

SPACE RESERVATIONS:

Placement instructions must be submitted 7 calendar days before intended publication date.

CANCELLATIONS:

Changes or cancellations to your ad schedule must be received in writing 7 days before publication. Otherwise, you will be billed at 100%.