

MAGAZINE AD RATE SHEET

BLACK & WHITE ADS	1X	3X	6X	11X
FULL	\$1,445	\$1,300	\$1,165	\$1,065
HALF	\$835	\$750	\$680	\$605
1/3	\$600	\$545	\$495	\$450
1/4	\$465	\$410	\$368	\$335
1/6	\$335	\$305	\$275	\$247
1/8	\$270	\$240	\$220	\$200

PREMIUM POSITIONS	1X	3X	6X	11X
BACK COVER	\$2,470	\$2,225	\$2,000	\$1,795
INSIDE FRONT COVER	\$2,225	\$2,000	\$1,795	\$1,605
INSIDE BACK COVER	\$2,000	\$1,800	\$1,605	\$1,460

*Rates shown are per month charges and are based on receiving camera-ready artwork.

Color (per insertion)

Spot Color: add 10% of monthly rate,

4-color: add 20% of monthly rate

Guaranteed Position

All ads do not have a page placement guarantee.

Premium/Guaranteed placement: add 20% of monthly rate.

