

RATE CARD

| Sizes | Specs | Frequency | | | | | |
|-----------|----------------|-----------|---------|---------|---------|---------|---------|
| | | 1X | 4X | 8X | 13X | 26X | 52X |
| Full Page | 10" x 12.75" | \$2,250 | \$2,138 | \$2,025 | \$1,913 | \$1,688 | \$1,463 |
| 1/2 Page | 10" x 6.25" | \$1,294 | \$1,229 | \$1,164 | \$1,100 | \$970 | \$841 |
| 1/3 Page | 3.25" x 12.75" | \$975 | \$926 | \$878 | \$829 | \$731 | \$634 |
| 1/4 Page | 4.875" x 6.25" | \$788 | \$748 | \$709 | \$669 | \$591 | \$512 |
| 1/6 Page | 3.25" x 6.25" | \$529 | \$502 | \$476 | \$449 | \$397 | \$344 |
| 1/8 Page | 3.25" x 4" | \$402 | \$382 | \$362 | \$342 | \$302 | \$261 |
| 1/12 Page | 3.25" x 3" | \$272 | \$258 | \$245 | \$231 | \$204 | \$177 |
| 1/18 Page | 1.5" x 4" | \$184 | \$175 | \$165 | \$156 | \$138 | \$119 |
| 1/24 Page | 1.5" x 3" | \$138 | \$131 | \$124 | \$117 | \$103 | \$90 |

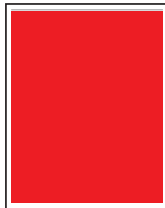
| Premium positioning sizes | Frequency | | | | | |
|-----------------------------------------|-----------|---------|---------|---------|---------|---------|
| | 1X | 4X | 8X | 13X | 26X | 52X |
| Pop Up Oversized Page (2 Visible Sides) | \$1,448 | \$1,369 | \$1,284 | \$1,189 | \$1,082 | \$962 |
| Full Page Backcover | \$2,683 | \$2,591 | \$2,492 | \$2,382 | \$2,258 | \$2,118 |
| Full Page Inside Cover | \$1,900 | \$1,851 | \$1,798 | \$1,739 | \$1,673 | \$1,598 |

All rates are gross.

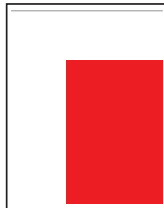


AD MEASUREMENTS

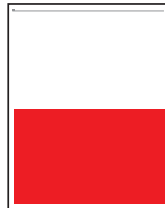
Size Specifications



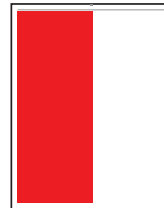
FULL PAGE
 10" X 12.75"
 (6 columns x 12.75")



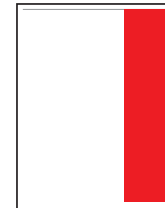
JUNIOR PAGE
 6.5" X 9.5"
 (4 columns x 9.5")



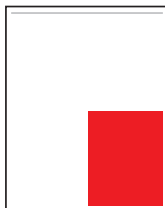
HALF PAGE (H)
 10" X 6.25"
 (6 columns x 6.25")



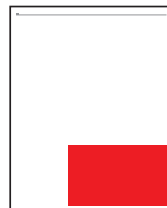
HALF PAGE (V)
 4.875" X 12.75"
 (3 columns x 12.75")



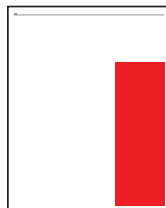
1/3 (R)
 3.25" X 12.75"
 (2 columns x 12.75")



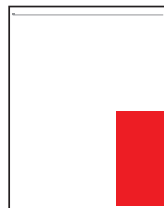
QUARTER PAGE (R)
 4.875" X 6.25"
 (3 columns x 6.25")



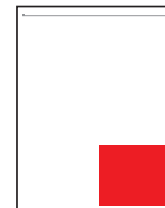
QUARTER PAGE (H)
 6.5" X 4"
 (4 columns x 4")



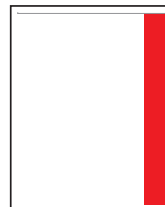
QUARTER PAGE (V)
 3.25" X 9.5"
 (2 columns x 9.5")



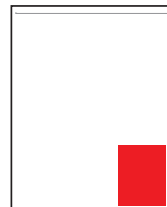
1/6 (R)
 3.25" X 6.25"
 (2 columns x 6.125")



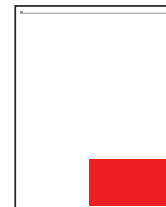
1/6 (H)
 4.875" X 4"
 (3 columns x 4")



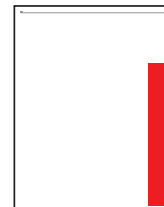
1/6 (V)
 1.5" X 12.75"
 (1 columns x 12.75")



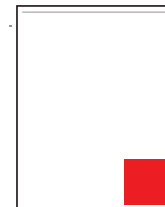
1/8 (R)
 3.25" X 4"
 (2 columns x 4")



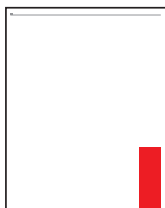
1/8 (H)
 4.875" X 3"
 (3 columns x 3")



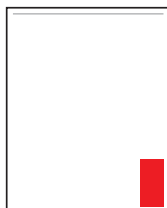
1/8 (V)
 1.5" X 9.5"
 (1 columns x 9.5")



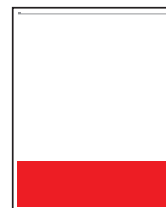
1/12
 3.25" X 3"
 (2 columns x 3")



1/18
 1.5" X 4"
 (1 columns x 4")



1/24
 1.5" X 3"
 (1 columns x 3")



1/4 Page Banner
 10" X 3.75"
 (6 columns x 3.75")



Double 1/4 Center Page Banner
 20.5" X 3.75"
 (12 columns x 3.75")

