

DISPLAY ADVERTISING RATES

4C	1X	3X	6X	13X	18X	26X
Page	\$7,440	\$7,260	\$6,865	\$6,410	\$5,840	\$5,490
2/3 Page	6,465	6,300	6,010	5,605	5,230	4,905
1/2 Page	5,480	5,335	5,135	4,870	4,575	4,315
1/3 Page	4,765	4,655	4,485	4,305	4,085	3,890
1/4 Page	4,190	4,105	4,005	3,850	3,685	3,550

All rates are gross

Premium Positions	Add
Back Cover	20%
Inside Back Cover	10%
Inside Front Cover	20%
Center Spread	15%
Guaranteed Position	10%

MECHANICAL SPECIFICATIONS

Units	Width	Height
Spread, Bleed	16"	10-3/4"
Spread, Gutter Bleed	15"	10"
Full Page, Bleed	8-1/8"	10-3/4"
Full Page, No Bleed	7"	10"
2/3 Page vertical	4-1/2"	10"
1/2 Page vertical	4-1/2"	7-1/2"
1/2 Page horizontal	7"	5"
1/3 Page square	4-1/2"	4-7/8"
1/3 Page vertical	2-1/8"	10"
1/4 Page square	4-1/2"	3-3/4"
1/4 Page vertical	2-1/8"	7-1/2"

Trim Size	7-7/8" x 10-1/2"
Live Area	1/2" away from trim all around
Line Screen	133
Materials	PDFs only. <i>Please see specifications on next page.</i>
Binding	Saddle stitch
Printing	Web offset
Closing Dates	See editorial calendar
Marketplace	Column width 3-1/4"
Employment Opportunities	Column width 3-1/4"
Columns	3 per page
1 column:	2-1/8"
2 columns:	4-1/2"
Inserts	Rates and mechanical requirements for inserts furnished upon request. <i>Please contact your sales representative for details.</i>

Agency Commission: 15% gross billing allowed to publisher recognized agencies.

Short Rates And Rebates: Advertisers will be short-rated if, within a 12-month period from date of first insertion they do not use the amount of space (frequency) upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from date of first insertion, they have used sufficient additional space to warrant a lower rate than at which they have been billed. Rebates will be offered as a credit toward future advertising scheduled or as a cash reimbursement.

Cancellation Clause: Cancellations accepted only before final date for reservation and must be in writing. 90 day advanced notice is required for preferred positions. Cover positions are non-cancelable. Advertisers will be responsible for late cancellations. Publisher's Protective Clause The publisher reserves the right to cancel or reject any advertising at any time, and to add the word "advertisement" at the top of any copy which in the publisher's opinion simulates editorial matter and might be misleading to the reader.

The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card.