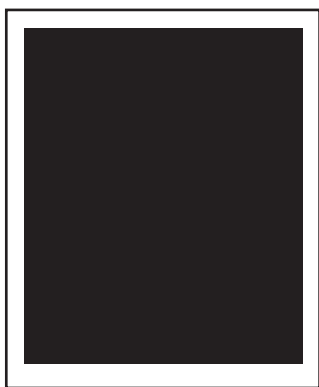
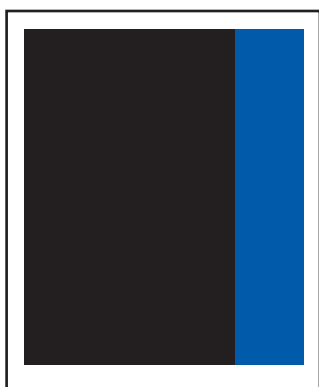


Agency Mechanicals and Rates



Full Page
9.75" x 11.75"

\$3125	open rate
\$2580	(6x)*
\$2185	(13x)*
\$2030	(26x)*
\$1790	(52x)*



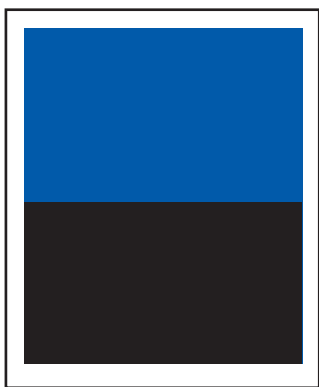
Junior Page
7.13" x 11.75"

\$2495	open rate
\$2065	(6x)
\$1750	(13x)
\$1625	(26x)
\$1435	(52x)



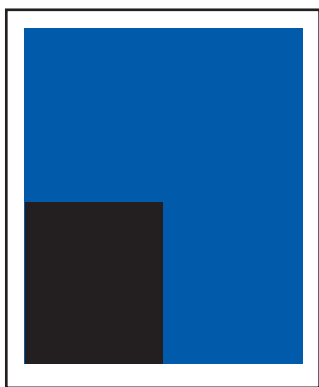
1/2 Page Vertical
4.75" x 11.75"

\$1565	open rate
\$1290	(6x)
\$1095	(13x)
\$1015	(26x)
\$890	(52x)



1/2 Page Horizontal
9.75" x 5.78"

\$1565	open rate
\$1290	(6x)
\$1095	(13x)
\$1015	(26x)
\$890	(52x)



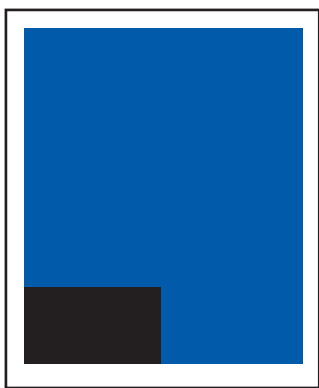
1/4 Page Vertical
4.75" x 5.78"

\$820	open rate
\$680	(6x)
\$580	(13x)
\$530	(26x)
\$480	(52x)



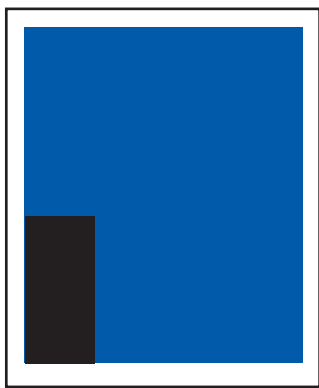
1/4 Page Horizontal
9.75" x 2.80"

\$820	open rate
\$680	(6x)
\$580	(13x)
\$530	(26x)
\$480	(52x)



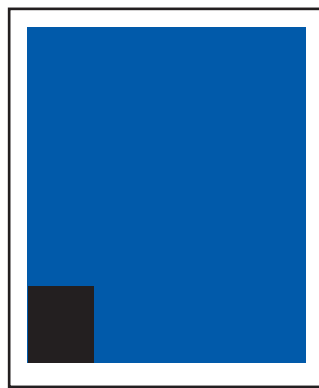
1/8 Page Horizontal
4.75" x 2.80"

\$410	open rate
\$340	(6x)
\$290	(13x)
\$265	(26x)
\$240	(52x)



1/8 Page Vertical
2.25" x 5.78"

\$410	open rate
\$340	(6x)
\$290	(13x)
\$265	(26x)
\$240	(52x)



1/16 Page
2.25" x 2.80"

\$210	open rate
\$175	(6x)
\$145	(13x)
\$140	(26x)
\$115	(52x)

*contracted frequency price per ad

all rates 15% commissionable
tabloid, printed on 30# newsprint