



magazine • 2009 Display Advertising Rates

Covers	1 time	3 times	6 times
Back Cover	\$2,929	\$2,632	\$2,188
Inside Front Cover	\$2,738	\$2,465	\$2,051
Inside Back Cover	\$2,323	\$2,101	\$1,743
Page 1	\$2,584	\$2,326	\$1,940

Four Color	1 time	3 times	6 times
Full Page	\$1,729	\$1,557	\$1,290
2/3 Page	\$1,384	\$1,255	\$1,043
1/2 Page	\$1,211	\$1,093	\$ 909
1/3 Page	\$ 860	\$ 784	\$ 648
1/6 Page	\$ 524	\$ 481	\$ 400

Black & White	1 time	3 times	6 times
Full Page	\$1,372	\$1,241	\$1,031
2/3 Page	\$1,100	\$ 993	\$ 828
1/2 Page	\$ 942	\$ 865	\$ 710
1/3 Page	\$ 686	\$ 618	\$ 506
1/6 Page	\$ 462	\$ 419	\$ 352

Premium Positions are guaranteed placement with a 15% above regular rate; subject to availability.