



2012 Black-and-White Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
Kingsize	\$ 3,845	3,825	3,805	3,785	3,755	3,720	3,685
3/4 Page	3,525	3,500	3,485	3,465	3,435	3,395	3,365
Island Page	3,235	3,220	3,200	3,180	3,150	3,105	3,075
1/2 Page	2,945	2,930	2,915	2,895	2,850	2,815	2,790
1/4 Page	2,695	2,680	2,650	2,630	2,600	2,580	2,550

Page size	72x	120x	240x	288x	396x	504x	570x
Kingsize	\$ 3,645	3,605	3,560	3,500	3,460	3,400	3,355
3/4 Page	3,330	3,290	3,230	3,190	3,135	3,080	3,040
Island Page	3,045	2,995	2,940	2,905	2,845	2,795	2,740
1/2 Page	2,750	2,705	2,650	2,605	2,560	2,510	2,455
1/4 Page	2,525	2,480	2,430	2,400	2,355	2,305	2,265

2012 Color:

In addition to Black-and-White Rates.

Standard Color:	\$ 785
Matched Color:	1,000
Metallic Ink:	165
Four Color:	2,245
Five Color:	3,485



2012 Insert Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
2-Pg A-size	\$ 6,665	6,635	6,590	6,550	6,490	6,395	6,335
2-Pg King	7,920	7,880	7,840	7,795	7,735	7,665	7,590
4-Pg A-size	13,330	13,265	13,185	13,100	12,980	12,795	12,670
4-Pg King	15,840	15,760	15,675	15,595	15,470	15,325	15,180
6-Pg A-size	19,990	19,900	19,775	19,650	19,465	19,190	19,005
6-Pg King	23,760	23,640	23,515	23,390	23,205	22,990	22,775
8-Pg A-size	26,655	26,535	26,370	26,205	25,955	25,585	25,340
8-Pg King	31,685	31,520	31,355	31,190	30,940	30,655	30,365

Page size	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 6,275	6,170	6,055	5,985	5,860	5,760	5,645
2-Pg King	7,510	7,425	7,335	7,210	7,130	7,005	6,910
4-Pg A-size	12,545	12,340	12,115	11,970	11,720	11,515	11,290
4-Pg King	15,015	14,855	14,665	14,420	14,255	14,010	13,825
6-Pg A-size	18,820	18,510	18,170	17,955	17,580	17,275	16,935
6-Pg King	22,525	22,280	22,000	21,630	21,385	21,010	20,735
8-Pg A-size	25,090	24,680	24,225	23,935	23,445	23,030	22,580
8-Pg King	30,035	29,705	29,335	28,840	28,510	28,015	27,645



2012 King-Four Conversion Rates:

Page size	1x	6x	12x	24x	36x	48x	72x
King 4 pg	\$ 20,070	19,925	19,845	19,720	19,540	19,415	19,295
King 6 pg	28,960	28,745	28,620	28,440	28,160	27,980	27,795
King 8 pg	37,845	37,560	37,400	37,155	36,785	36,540	36,295

Page size	120x	240x	288x	396x	504x	570x
King 4 pg	\$ 19,090	18,865	18,720	18,475	18,275	18,050
King 6 pg	27,490	27,150	26,940	26,570	26,265	25,930
King 8 pg	35,890	35,440	35,155	34,665	34,255	33,810

Closing Dates

Issue	Space Close	Materials Due
January	12/22/11	01/04/12
February	01/30/12	02/06/12
March	02/28	03/06
April	03/19	03/26
May	04/25	05/02
June	05/29	06/05
July	06/26	07/05
August	07/30	08/06
September	08/27	09/05
October	09/28	10/05
November	10/25	11/01
December	11/26	12/03

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