



2012 Black-and-White Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
Kingsize	\$ 4,645	4,560	4,445	4,370	4,310	4,275	4,235
3/4 Page	4,340	4,260	4,145	4,095	4,015	3,990	3,955
Island Page	3,500	3,435	3,350	3,300	3,245	3,225	3,190
1/2 page	3,390	3,325	3,240	3,195	3,150	3,115	3,095
1/4 Page	1,745	1,705	1,680	1,650	1,620	1,605	1,585

Page size	72x	120x	240x	288x	396x	504x	570x
Kingsize	\$ 4,180	4,145	4,065	3,995	3,925	3,840	3,770
3/4 Page	3,890	3,825	3,705	3,635	3,505	3,450	3,375
Island Page	3,150	3,120	3,070	3,010	2,955	2,890	2,840
1/2 page	3,060	3,030	2,965	2,905	2,845	2,800	2,735
1/4 Page	1,565	1,535	1,500	1,470	1,410	1,385	1,365

2012 Color:

In addition to Black-and-White Rates.

Standard Color:	\$ 830
Matched Color:	1,145
Metallic Ink:	165
Four Color:	2,090
Five Color:	3,275



2012 Insert Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
2-Pg A-size	\$ 7,210	7,075	6,900	6,800	6,685	6,645	6,570
2-Pg King	9,570	9,395	9,155	9,000	8,880	8,805	8,725
4-Pg A-size	14,420	14,150	13,800	13,595	13,370	13,285	13,145
4-Pg King	19,135	18,785	18,315	18,005	17,755	17,615	17,450
6-Pg A-size	21,630	21,230	20,705	20,395	20,055	19,930	19,715
6-Pg King	28,705	28,180	27,470	27,005	26,635	26,420	26,170
8-Pg A-size	28,840	28,305	27,605	27,190	26,740	26,575	26,285
8-Pg King	38,275	37,575	36,625	36,010	35,515	35,225	34,895

Page size	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 6,490	6,425	6,325	6,200	6,085	5,955	5,850
2-Pg King	8,610	8,540	8,375	8,230	8,085	7,910	7,765
4-Pg A-size	12,980	12,855	12,650	12,400	12,175	11,905	11,700
4-Pg King	17,220	17,075	16,750	16,460	16,170	15,820	15,530
6-Pg A-size	19,465	19,280	18,975	18,600	18,260	17,860	17,550
6-Pg King	25,830	25,615	25,120	24,690	24,255	23,730	23,300
8-Pg A-size	25,955	25,710	25,295	24,800	24,350	23,815	23,400
8-Pg King	34,445	34,155	33,495	32,920	32,340	31,640	31,065



2012 King-Four Conversion Rates:

Page size	1x	6x	12x	24x	36x	48x	72x
King 4 pg	\$ 20,675	20,065	19,860	19,635	19,555	19,410	19,245
King 6 pg	29,945	29,030	28,725	28,385	28,265	28,050	27,805
King 8 pg	39,220	37,995	37,585	37,140	36,975	36,690	36,365
Page size	120x	240x	288x	396x	504x	570x	
King 4 pg	\$ 19,125	18,920	18,675	18,450	18,185	17,985	
King 6 pg	27,620	27,315	26,950	26,610	26,215	25,910	
King 8 pg	36,120	35,710	35,220	34,770	34,240	33,835	

Closing Dates

Issue	Space Close	Materials Due
January	12/09/11	12/16/11
February	01/18/12	01/25/12
March	02/15	02/23
April	03/09	03/16
May	04/17	04/24
June	05/16	05/23
July	06/14	06/21
August	07/16	07/23
September	08/16	08/23
October	09/19	09/26
November	10/10	10/17
December	11/07	11/14

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