



2012 Black-and-White Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
Kingsize	\$ 14,005	13,730	13,440	12,980	12,515	12,200	11,835
3/4 Page	12,765	12,425	12,135	11,275	10,745	10,635	10,490
Island Page	9,810	9,615	9,410	9,050	8,655	8,500	8,285
1/2 page	9,715	9,515	9,320	8,995	8,580	8,450	8,200
1/4 Page	4,975	4,850	4,725	4,370	4,150	4,120	4,065

Page size	72x	120x	240x	288x	396x	504x	570x
Kingsize	\$ 11,605	11,365	10,955	10,815	10,650	10,440	10,170
3/4 Page	10,205	9,945	9,555	9,425	9,160	9,030	8,945
Island Page	8,120	7,945	7,665	7,555	7,455	7,285	7,120
1/2 page	7,920	7,750	7,425	7,330	7,115	7,020	6,935
1/4 Page	3,965	3,870	3,720	3,650	3,560	3,490	3,465

2012 Color:

In addition to Black-and-White Rates.

Standard Color:	\$ 1,230
Matched Color:	1,445
Metallic Ink:	170
Four Color:	3,000
Five Color:	4,635



2012 Insert Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
2-Pg A-size	\$ 20,210	19,805	19,385	18,645	17,830	17,510	17,065
2-Pg King	28,850	28,285	27,685	26,740	25,780	25,130	24,380
4-Pg A-size	40,415	39,615	38,770	37,285	35,660	35,020	34,135
4-Pg King	57,700	56,570	55,375	53,480	51,560	50,265	48,760
6-Pg A-size	60,625	59,420	58,155	55,930	53,490	52,530	51,200
6-Pg King	86,550	84,850	83,060	80,215	77,345	75,395	73,140
8-Pg A-size	80,835	79,230	77,540	74,570	71,315	70,040	68,270
8-Pg King	115,400	113,135	110,745	106,955	103,125	100,530	97,520

Page size	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 16,725	16,365	15,790	15,565	15,355	15,005	14,665
2-Pg King	23,905	23,410	22,565	22,280	21,940	21,505	20,950
4-Pg A-size	33,455	32,735	31,580	31,125	30,715	30,015	29,335
4-Pg King	47,815	46,825	45,135	44,560	43,880	43,015	41,900
6-Pg A-size	50,180	49,100	47,370	46,690	46,070	45,020	44,000
6-Pg King	71,720	70,235	67,700	66,835	65,815	64,520	62,850
8-Pg A-size	66,910	65,465	63,160	62,255	61,430	60,030	58,670
8-Pg King	95,625	93,650	90,270	89,115	87,755	86,025	83,800



2012 King-Four Conversion Rates:

Page size	1x	6x	12x	24x	36x	48x	72x
King 4 pg	\$ 49,205	47,575	46,105	44,490	43,860	42,985	42,310
King 6 pg	72,275	69,830	67,625	65,210	64,260	62,945	61,935
King 8 pg	95,350	92,085	89,150	85,925	84,660	82,905	81,560

Page size	120x	240x	288x	396x	504x	570x
King 4 pg	\$ 41,595	40,455	40,005	39,595	38,905	38,230
King 6 pg	60,865	59,150	58,475	57,865	56,825	55,815
King 8 pg	80,130	77,845	76,950	76,135	74,745	73,400

Closing Dates

Issue	Space Close	Materials Due	Issue	Space Close	Materials Due
January 15	12/28/11	01/06/12	June 15	06/04	06/11
February 1	01/19	01/26	July 15	06/28	07/09
February 15	02/02	02/09	August 15	08/01	08/08
March 1	02/16	02/24	September 1	08/17	08/24
March 15	03/05	03/12	September 15	09/04	09/11
April 1	03/20	03/27	October 1	09/20	09/27
April 15	04/04	04/11	October 15	10/05	10/12
May 1	04/18	04/25	November 1	10/17	10/24
May 15	05/04	05/11	November 15	10/31	11/07
June 1	05/17	05/24	December 15	11/28	12/05

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