



## 2012 Black-and-White Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
Kingsize	\$ 12,930	12,605	12,270	11,445	11,040	10,910	10,705
3/4 Page	11,785	11,490	11,190	10,400	10,090	9,980	9,815
Island Page	9,320	9,080	8,835	8,240	7,950	7,825	7,705
1/2 page	9,230	9,015	8,805	8,150	7,890	7,805	7,660
1/4 Page	4,730	4,610	4,495	4,165	4,030	3,975	3,895

Page size	72x	120x	240x	288x	396x	504x	570x
Kingsize	\$ 10,390	9,985	9,320	8,760	8,190	7,740	7,420
3/4 Page	9,635	9,385	8,175	7,875	7,285	6,690	6,520
Island Page	7,470	7,250	6,620	6,350	5,955	5,615	5,385
1/2 page	7,435	7,200	6,550	6,260	5,845	5,395	5,255
1/4 Page	3,790	3,650	3,285	3,165	2,940	2,700	2,620

## 2012 Color:

In addition to Black-and-White Rates.

Standard Color:	\$ 1,060
Matched Color:	1,275
Metallic Ink:	170
Four Color:	2,715
Five Color:	3,855



## 2012 Insert Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
2-Pg A-size	\$ 19,200	18,705	18,200	16,975	16,375	16,120	15,870
2-Pg King	26,635	25,965	25,275	23,575	22,740	22,475	22,050
4-Pg A-size	38,400	37,410	36,400	33,950	32,755	32,240	31,745
4-Pg King	53,270	51,935	50,550	47,155	45,485	44,950	44,105
6-Pg A-size	57,600	56,115	54,600	50,925	49,130	48,360	47,615
6-Pg King	79,905	77,900	75,830	70,730	68,225	67,425	66,155
8-Pg A-size	76,795	74,820	72,800	67,900	65,510	64,480	63,490
8-Pg King	106,545	103,865	101,105	94,305	90,970	89,900	88,210

Page size	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 15,390	14,935	13,635	13,080	12,265	11,565	11,095
2-Pg King	21,405	20,570	19,200	18,045	16,870	15,945	15,285
4-Pg A-size	30,775	29,870	27,275	26,160	24,535	23,135	22,185
4-Pg King	42,805	41,140	38,400	36,090	33,745	31,890	30,570
6-Pg A-size	46,165	44,805	40,910	39,245	36,800	34,700	33,280
6-Pg King	64,210	61,705	57,600	54,135	50,615	47,835	45,855
8-Pg A-size	61,555	59,740	54,550	52,325	49,070	46,270	44,370
8-Pg King	85,615	82,275	76,795	72,180	67,485	63,780	61,140



## 2012 King-Four Conversion Rates:

Page size	1x	6x	12x	24x	36x	48x	72x
King 4 pg	\$ 46,335	44,355	41,925	40,745	40,235	39,745	38,785
King 6 pg	68,115	65,145	61,505	59,730	58,965	58,230	56,795
King 8 pg	89,900	85,940	81,085	78,720	77,700	76,720	74,800
Page size	120x	240x	288x	396x	504x	570x	
King 4 pg	\$ 37,890	35,320	34,215	32,605	31,215	30,280	
King 6 pg	55,445	51,590	49,940	47,520	45,440	44,035	
King 8 pg	73,005	67,865	65,665	62,440	59,665	57,790	

## Closing Dates

Issue	Space Close	Materials Due	Issue	Space Close	Materials Due
January 15	12/21/11	01/03/12	June 15	05/31	06/07
February 1	01/17/12	01/24/12	July 15	06/25	07/02
February 15	01/31	02/07	August 15	07/26	08/02
March 1	02/14	02/22	September 1	08/15	08/22
March 15	03/02	03/09	September 15	08/29	09/07
April 1	03/16	03/23	October 1	09/17	09/24
April 15	04/03	04/10	October 15	10/03	10/10
May 1	04/16	04/23	November 1	10/15	10/22
May 15	05/02	05/09	November 15	10/29	11/05
June 1	05/15	05/22	December 15	11/19	11/29

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