



2012 Black-and-White Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
Kingsize	\$ 8,085	7,925	7,610	7,450	7,280	7,220	7,115
3/4 Page	7,365	7,145	6,900	6,725	6,615	6,585	6,515
Island Page	6,030	5,760	5,530	5,380	5,295	5,245	5,150
1/2 page	5,905	5,705	5,510	5,350	5,205	5,160	5,110
1/4 Page	2,960	2,865	2,755	2,690	2,590	2,580	2,565

Page size	72x	120x	240x	288x	396x	504x	570x
Kingsize	\$ 6,865	6,575	6,230	6,055	5,890	5,725	5,560
3/4 Page	6,350	6,065	5,495	5,400	5,295	5,030	4,910
Island Page	4,945	4,730	4,480	4,360	4,245	4,125	4,010
1/2 page	4,910	4,705	4,345	4,290	4,170	4,020	3,910
1/4 Page	2,445	2,360	2,180	2,155	2,110	2,010	1,970

2012 Color:

In addition to Black-and-White Rates.

Standard Color:	\$ 1,310
Matched Color:	1,465
Metallic Ink:	165
Four Color:	3,460
Five Color:	5,000



2012 Insert Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
2-Pg A-size	\$ 12,420	11,865	11,390	11,085	10,910	10,805	10,610
2-Pg King	16,655	16,325	15,675	15,345	14,995	14,875	14,655
4-Pg A-size	24,845	23,730	22,785	22,165	21,815	21,610	21,220
4-Pg King	33,310	32,650	31,355	30,695	29,995	29,745	29,315
6-Pg A-size	37,265	35,595	34,175	33,250	32,725	32,415	31,825
6-Pg King	49,965	48,975	47,030	46,040	44,990	44,620	43,970
8-Pg A-size	49,685	47,460	45,565	44,330	43,630	43,220	42,435
8-Pg King	66,620	65,300	62,705	61,390	59,985	59,495	58,630

Page size	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 10,185	9,745	9,230	8,980	8,745	8,500	8,260
2-Pg King	14,140	13,545	12,835	12,475	12,135	11,795	11,455
4-Pg A-size	20,375	19,490	18,460	17,965	17,490	16,995	16,520
4-Pg King	28,285	27,090	25,670	24,945	24,265	23,585	22,905
6-Pg A-size	30,560	29,230	27,685	26,945	26,235	25,495	24,780
6-Pg King	42,425	40,635	38,500	37,420	36,400	35,380	34,360
8-Pg A-size	40,745	38,975	36,915	35,925	34,980	33,990	33,040
8-Pg King	56,570	54,180	51,335	49,895	48,535	47,175	45,815



2012 King-Four Conversion Rates:

Page size	1x	6x	12x	24x	36x	48x	72x
King 4 pg	\$ 35,190	33,150	32,540	32,190	31,985	31,600	30,765
King 6 pg	51,020	47,960	47,040	46,520	46,215	45,635	44,380
King 8 pg	66,850	62,770	61,545	60,855	60,445	59,670	57,995

Page size	120x	240x	288x	396x	504x	570x
King 4 pg	\$ 29,885	28,865	28,375	27,905	27,420	26,950
King 6 pg	42,495	41,535	40,800	40,095	39,360	38,660
King 8 pg	56,245	54,205	53,225	52,285	51,305	50,370

Closing Dates

Issue	Space Close	Materials Due
January	12/12/11	12/19/11
February	01/20/12	01/27/12
March	02/21	02/28
April	03/21	03/28
May	04/10	04/17
June	05/18	05/25
July	06/15	06/22
August	07/18	07/25
September	08/20	08/27
October	09/21	09/28
November	10/18	10/25
December	11/09	11/16

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