



2012 Black-and-White Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
Kingsize	\$ 5,790	5,740	5,635	5,605	5,470	5,390	5,270
3/4 Page	5,435	5,370	5,300	5,195	5,055	4,935	4,790
Island Page	4,270	4,230	4,155	4,080	3,920	3,845	3,750
1/2 Page	4,180	4,125	4,055	3,985	3,770	3,730	3,650
1/4 Page	2,100	2,070	2,050	2,015	1,895	1,875	1,850

Page size	72x	120x	240x	288x	396x	504x	570x
Kingsize	\$ 5,220	5,140	5,095	5,015	4,955	4,870	4,795
3/4 Page	4,730	4,640	4,555	4,405	4,335	4,285	4,155
Island Page	3,660	3,620	3,595	3,510	3,460	3,425	3,375
1/2 Page	3,570	3,505	3,460	3,420	3,335	3,305	3,230
1/4 Page	1,755	1,745	1,705	1,695	1,680	1,660	1,620

2012 Color:

In addition to Black-and-White Rates.

Standard Color:	\$ 985
Matched Color:	1,310
Metallic Ink:	175
Four Color:	2,815
Five Color:	4,005



2012 Insert Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
2-Pg A-size	\$ 8,795	8,715	8,560	8,405	8,075	7,920	7,725
2-Pg King	11,925	11,825	11,610	11,545	11,270	11,105	10,855
4-Pg A-size	17,590	17,430	17,120	16,810	16,150	15,840	15,450
4-Pg King	23,855	23,650	23,215	23,095	22,535	22,205	21,710
6-Pg A-size	26,390	26,140	25,680	25,215	24,225	23,760	23,175
6-Pg King	35,780	35,475	34,825	34,640	33,805	33,310	32,570
8-Pg A-size	35,185	34,855	34,235	33,620	32,300	31,685	30,900
8-Pg King	47,710	47,300	46,430	46,185	45,075	44,415	43,425

Page size	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 7,540	7,455	7,405	7,230	7,130	7,055	6,955
2-Pg King	10,755	10,590	10,495	10,330	10,205	10,030	9,880
4-Pg A-size	15,080	14,915	14,810	14,460	14,255	14,110	13,905
4-Pg King	21,505	21,175	20,990	20,660	20,415	20,065	19,755
6-Pg A-size	22,620	22,370	22,215	21,690	21,385	21,165	20,860
6-Pg King	32,260	31,765	31,485	30,995	30,620	30,095	29,635
8-Pg A-size	30,160	29,830	29,625	28,920	28,510	28,220	27,810
8-Pg King	43,015	42,355	41,985	41,325	40,830	40,130	39,510



2012 King-Four Conversion Rates:

Page size	1x	6x	12x	24x	36x	48x	72x
King 4 pg	\$ 26,035	25,565	25,260	24,610	24,300	23,915	23,545
King 6 pg	37,620	36,915	36,455	35,475	35,015	34,435	33,885
King 8 pg	49,200	48,260	47,650	46,345	45,730	44,955	44,220

Page size	120x	240x	288x	396x	504x	570x
King 4 pg	\$ 23,385	23,280	22,935	22,730	22,590	22,385
King 6 pg	33,640	33,485	32,965	32,660	32,445	32,140
King 8 pg	43,895	43,690	43,000	42,590	42,305	41,895

Closing Dates

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

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