



SIZE	W X H	1 DAY	1 WK	6 WK	13 WK	26 WK	52 WK
Full	10" x 15.65"	\$2,759	\$4,151	\$3,314	\$2,645	\$1,761	\$1,183
3/4 Horizontal	10" x 11.96"	\$2,537	\$3,735	\$2,988	\$2,389	\$1,590	\$1,060
Junior	7.46" x 11.96"	\$2,390	\$3,537	\$2,866	\$2,291	\$1,526	\$1,025
1/2 Horizontal	10" x 7.92"	\$2,241	\$3,361	\$2,689	\$2,143	\$1,430	\$957
1/2 Vertical	4.92" x 15.65"	\$2,241	\$3,361	\$2,689	\$2,143	\$1,430	\$957
1/4 Square	4.92" x 7.92"	\$1,457	\$2,146	\$1,805	\$1,400	\$926	\$614
1/4 Horizontal	10" x 3.88"	\$1,457	\$2,146	\$1,805	\$1,400	\$926	\$614
1/4 Vertical	2.38" x 15.65"	\$1,457	\$2,146	\$1,805	\$1,400	\$926	\$614
3/16 Square	4.92" x 5.20"	\$1,207	\$1,809	\$1,455	\$1,147	\$768	\$505
1/8 Square	4.92" x 3.88"	\$964	\$1,336	\$1,059	\$843	\$562	\$369
1/8 Vertical	2.38" x 7.92"	\$964	\$1,336	\$1,059	\$843	\$562	\$369
1/16 Horizontal	4.92" x 1.85"	\$547	\$812	\$647	\$519	\$344	\$218
1/16 Vertical	2.38" x 3.88"	\$547	\$812	\$647	\$519	\$344	\$218

### Premium Positions

Front Page Strip	10" x 2"	\$1,639	\$2,047	\$1,639	\$1,433	\$1,217	\$1,020
Double Truck Banner	21" x 3.88"	\$2,694	\$3,987	\$3,231	\$2,583	\$1,720	\$1,186

\* Rates are per day or week. Same ad must run each day of the week on 5 consecutive days.

\* Preferred Position: Earned frequency + 15%

\* Color Charges are net: One day \$250 four-color  
Five days \$500 four-color

**ROP Space Deadline:** 10 a.m., two business days prior to publication

**ROP Materials Deadline:** Noon, two business days prior to publication

Rates are net. Payment in advance is required by out-of-state customers and for ads under \$500. Credit checks are required for ads over \$5,000. We accept Visa/MC/AMEX.

### Preprinted Insert Rates

SIZE	1 TIME	7 TIMES	13 TIMES
1 Page	\$164	\$149	\$87
3-10 Pages	\$149	\$128	\$101
11-20 Pages	\$157	\$140	\$117

Rates are per 1,000 inserts.