



## 2011 GENERAL ADVERTISING RATES

FREQUENCY	1X	3X	6X
<i>Discount</i>		10%	20%
<b>COVERS</b>			
<i>Cover 2</i>	\$15,180.00		
<i>Cover 3</i>	\$11,764.50		
<i>Cover 4</i>	\$18,975.00		
<b>COLOR</b>			
<i>Full Page</i>	\$10,246.00	\$ 9,222.00	\$ 8,196.00
<i>1/2 Page</i>	\$ 6,665.00	\$ 5,332.00	\$ 5,998.00
<i>1/3 Page</i>	\$ 5,125.00	\$ 4,612.00	\$ 4,100.00
<i>1/4 Page</i>	\$ 3,660.00	\$ 3,302.00	\$ 2,935.00
<b>BLACK &amp; WHITE</b>			
<i>Full Page</i>	\$ 8,197.00	\$ 7,377.00	\$ 6,557.00
<i>1/2 Page</i>	\$ 5,327.00	\$ 4,794.00	\$ 4,261.00
<i>1/3 Page</i>	\$ 4,089.00	\$ 3,688.00	\$ 3,278.00
<i>1/4 Page</i>	\$ 2,917.00	\$ 2,625.00	\$ 2,333.00