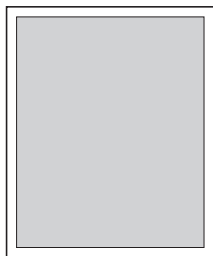


2009 Advertising Rates

Black and white rates are based on total number of insertions used during the calendar year. Agency Commission: 15% of gross billing allowed to recognized agencies on space, color, bleed and position, provided account is paid within 30 days of invoice date. Other charges such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges are non-commissionable. **Terms:** Net 30 days.

Full Page

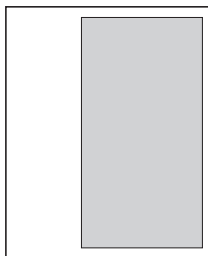
Trim: 7 7/8" x 10 1/2" | **Live:** 7" x 10" | **Bleed:** 8 1/8" x 10 3/4"



Insertions	Rate
1 x.....	\$9,715
3 x.....	\$9,355
6 x.....	\$8,580
12 x.....	\$8,300

2/3 Page

Trim: 4 1/2" x 10" | **Live:** 4" x 9 1/2" | **Bleed:** 5 1/8" x 10 3/4"

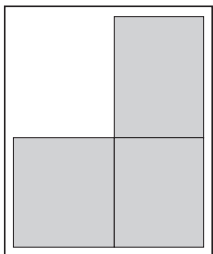


Insertions	Rate
1 x.....	\$7,370
3 x.....	\$7,090
6 x.....	\$6,960
12 x.....	\$6,700

1/2 Page

Vertical: Trim: 4" x 10 3/4" | Live: 2 7/8" x 9 1/2" | Bleed: 4" x 10 3/4"

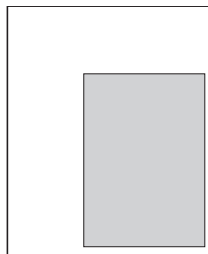
Horizontal: Trim: 7" x 4 3/8" | Live: 6 1/2" x 4 1/8" | Bleed: 8 1/8" x 5 1/4"



Insertions	Rate
1 x.....	\$6,485
3 x.....	\$6,260
6 x.....	\$5,910
12 x.....	\$5,285

1/2 Page Island

Trim: 4 1/2" x 7 1/2" | **Live:** 4" x 7"



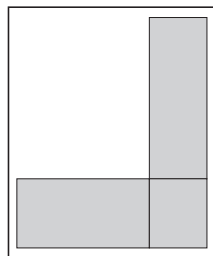
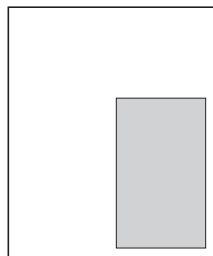
Insertions	Rate
1 x.....	\$5,930
3 x.....	\$5,605
6 x.....	\$5,335
12 x.....	\$4,985

1/3 Page

Square: Trim: 4 1/2" x 4 5/8" | Live: 4" x 4 1/8"

Vertical: Trim: 2 1/8" x 10" | Live: 1 5/8" x 9 1/2" | Bleed: 2 3/4" x 10 3/4"

Horizontal: Trim: 7" x 3 3/8" | Live: 6 1/2" x 2 7/8"

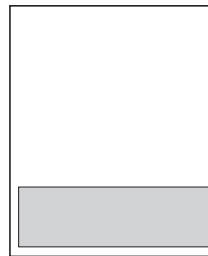
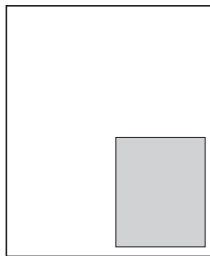


Insertions	Rate
1 x.....	\$4,355
3 x.....	\$4,090
6 x.....	\$3,815
12 x.....	\$3,685

1/4 Page

Page: Trim: 3 3/8" x 4 7/8" | Live: 2 7/8" x 4 1/8"

Horizontal: Trim: 7" x 2 5/16" | Live: 6 1/2" x 1 13/16"



Insertions	Rate
1 x.....	\$3,245
3 x.....	\$2,940
6 x.....	\$2,835
12 x.....	\$2,630

ADDITIONAL MAGAZINE RATES

Color:

2-color: \$2,085; 4-Color: \$3,055