

DISPLAY RATES AND SPECS

Rates (Gross)

B&W	1X	3X	6X	12X
Full page	\$4,905	\$4,595	\$4,380	\$3,930
2/3 page	\$3,725	\$3,490	\$3,340	\$3,100
1/2 island	\$3,200	\$2,995	\$2,835	\$2,565
1/2 page	\$2,755	\$2,575	\$2,460	\$2,200
1/3 page	\$1,815	\$1,695	\$1,600	\$1,455
1/4 page	\$1,525	\$1,420	\$1,340	\$1,210
1/6 page	\$1,060	\$995	\$940	\$840

2-color	1X	3X	6X	12X
Full page	\$5,670	\$5,360	\$5,145	\$4,550
2/3 page	\$4,490	\$4,255	\$4,105	\$3,720
1/2 island	\$3,965	\$3,760	\$3,600	\$3,185
1/2 page	\$3,520	\$3,340	\$3,225	\$2,820
1/3 page	\$2,580	\$2,460	\$2,365	\$2,075
1/4 page	\$2,290	\$2,185	\$2,105	\$1,830
1/6 page	\$1,825	\$1,760	\$1,705	\$1,460

4-color	1X	3X	6X	12X
Full page	\$7,055	\$6,745	\$6,530	\$6,080
2/3 page	\$5,875	\$5,640	\$5,490	\$5,250
1/2 island	\$5,350	\$5,145	\$4,985	\$4,715
1/2 page	\$4,905	\$4,725	\$4,610	\$4,350
1/3 page	\$3,965	\$3,845	\$3,750	\$3,605
1/4 page	\$3,675	\$3,570	\$3,490	\$3,360

Covers	1X	3X	6X	12X
2 & 3	\$8,920	\$8,610	\$8,395	\$7,590
4	\$9,270	\$8,960	\$8,745	\$7,750

Additional Rate Information

- Above 2-color rates are for standard process color only (cyan, magenta, yellow).
- 18x and 24x B&W pages run \$3,845 and \$3,755 respectively.
- Guaranteed full-page positions at 10% of page and color.
- Polybag, multiple-page and customized advertising options quoted upon request.
- Design services available. Production charges apply.

Inserts

8-page: 8x earned 1/2 page rate
 4-page: 4x earned 2/3 page rate
 2-page: 2x earned full page rate
 Tip-in or bind-in charge: \$950

Ad Size	Width	Height
Full Page (live area)	7.75"	10.375"
Full Page trim	8.25"	10.875"
Full Page bleed	8.5"	11.125"
Spread (live area)	16"	10.375"
Spread trim	16.5"	10.875"
Spread bleed	16.75"	11.125"
2/3 Vertical	4.5"	10"
1/2 Island	4.5"	7"
1/2 Vertical	3.375"	10"
1/2 Horizontal	7"	4.875"
1/3 Vertical	2.25"	10"
1/3 Horizontal	7"	3.25"
1/3 Square	4.5"	4.875"
1/4 Vertical	2.25"	7"
1/4 Horizontal	4.5"	3.75"
1/4 Square	3.375"	4.875"
1/6 Horizontal	4.5"	2.5"
1/6 Vertical	2.25"	4.875"

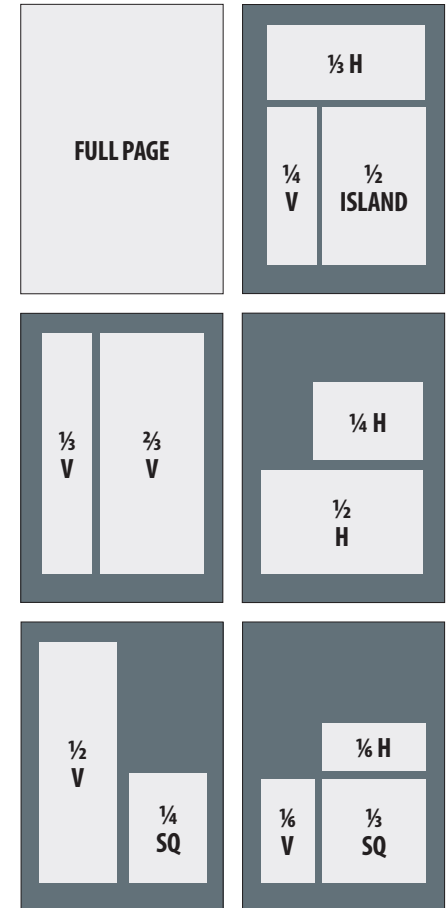
Print Media Submission Guidelines

Failure to carefully follow submission guidelines may result in improper print output of your material.

- All submitted material must have a CMYK color mode (no RGB).
- All fonts must be converted to outlines.
- Do not include any print marks such as crop marks or color bars.
- All images must contain a resolution of no less than 300 DPI.
- Pantone (PMS) color builds must be converted to 4-color (CMYK) builds prior to submission.

Acceptable Ad Formats

- PDF/X compliant file (PDF/X-1a or PDF/X-4 preferred).
- Adobe Illustrator (AI) or EPS files. Placed images must be embedded within file and CMYK.



Classified Rates (Net)

Classified Advertising: The Exchange				
Display (text + graphic)				
	1x	3x	6x	12x
3.5" x 2.25"	\$475	\$470	\$445	\$400
2.25" x 3"	\$370	\$335	\$315	\$295

Listing (text only)				
	1x	3x	6x	12x
50 Words	\$145	\$135	\$120	\$110

Classified Display Ads (text + graphic)

Logos, graphics, pictures and font variations may be included.

Color Charges

- » 2-color is \$150. 4-color is twice standard.
- » Reserve a 12x schedule and receive second color for no additional charge.

Classified Listings (text only)

Appear in black and white, minimum 8 point font. Headlines are bold and included in the word count. Prices shown are for 50-word ads (prices increase based on 50-word increments).