
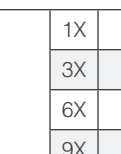



PRINT RATES


A SMART MEDIA BUY


FOUR-COLOR RATES


FULL PAGE		1X	\$4,503
		3X	\$4,328
		6X	\$4,153
		9X	\$4,065
		12X	\$3,978
		18X	\$3,697
8" x 10.875" (include .125" all sides for bleed)			

2/3 PAGE		1X	\$3,602
		3X	\$3,462
		6X	\$3,322
		9X	\$3,252
		12X	\$3,182
		18X	\$2,958
4.5625" x 10"			

1/2 PAGE		1X	\$3,017
		3X	\$2,900
		6X	\$2,782
		9X	\$2,724
		12X	\$2,665
		18X	\$2,477
I: 4.5625" x 7.5" H: 7" x 4.875" / V: 3.25" x 10"			

1/3 PAGE		1X	\$2,251
		3X	\$2,164
		6X	\$2,076
		9X	\$2,033
		12X	\$1,989
		18X	\$1,849
H: 4.5625" x 4.875" / V: 2.1875" x 10"			

1/4 PAGE		1X	\$1,756
		3X	\$1,688
		6X	\$1,620
		9X	\$1,585
		12X	\$1,551
		18X	\$1,442
3.25" x 4.875"			

1/6 PAGE		1X	\$1,486
		3X	\$1,428
		6X	\$1,370
		9X	\$1,341
		12X	\$1,313
		18X	\$1,220
2.1875" x 4.875"			

ADDITIONAL INFORMATION

CORPORATE/COMBINATION DISCOUNTS

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AGENCY COMMISSION

15% discount to recognized advertising agencies with satisfactory credit rating, and if paid within 30 days.

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- Complete ad translations are available at no charge if submitted by ad reservation date. After that date, a fee of 40 cents per word applies.
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- Send us a copy of your translated piece no later than the materials due date, and we will proofread it for you to avoid costly ad corrections. A rate of 15 cents per word applies to submissions after the materials due date.

ADVERTISING DEADLINES

See below for the ad material deadline. If ad copy is not furnished by the deadline, the last approved advertisement will be inserted, regardless of size. If we do not have previous material, we will then fill the space. Cancellations are not accepted after the space close date.

If you have any questions, please contact:

MARK KISSLING Production Coordinator

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See insert included with this kit for file specs and additional file submission guidelines.