

2009 DISPLAY RATES



EFFECTIVE ISSUE DATE: JANUARY/FEBRUARY 2009

RATE BASE: 325,000

	1X	4X	9X
FOUR COLOR			
SPREAD.....	\$74,550	\$70,885	\$67,115
FULL PAGE.....	37,280	35,445	33,555
2/3 PAGE.....	27,985	26,580	25,180
1/2 PAGE.....	24,855	23,600	22,355
1/3 PAGE.....	18,640	17,750	16,800
TWO COLOR			
SPREAD.....	\$62,360	\$59,225	\$56,140
FULL PAGE.....	31,180	29,615	28,075
2/3 PAGE.....	23,395	22,220	21,045
1/2 PAGE.....	20,790	19,760	18,705
1/3 PAGE.....	15,585	14,800	14,025
BLACK & WHITE			
SPREAD.....	\$54,230	\$51,495	\$48,810
FULL PAGE.....	27,109	25,745	24,405
2/3 PAGE.....	20,335	19,325	18,300
1/2 PAGE.....	18,075	17,175	16,260
1/3 PAGE.....	13,550	12,875	12,190
2ND COVER	\$44,735	—	—
3RD COVER	41,000	—	—
4TH COVER	49,585	—	—

BLEED: Add 10%.

MECHANICAL CHARGES: Key numbers, halftones, camera work, and/or stripping will be billed to advertiser.

PRE-PRINTED INSERTS: Consult advertising representative.

TERMS: Net 30 days; no cash discounts.

COMMISSIONS: Recognized advertising agencies may take 15% of gross billing space, color, and special position, provided account is paid within 30 days of invoice date. No commission is allowed on artwork, reprints, or mechanical charges.

FOR MORE INFORMATION: Please call 212.219.7400

All rates subject to change. Last updated 08/08