

2010 DISPLAY RATES



EFFECTIVE ISSUE DATE: JANUARY/FEBRUARY 2010

RATE BASE: 325,000

	1X	4X	9X
FOUR COLOR			
SPREAD.....	\$77,530	\$73,720	\$69,800
FULL PAGE.....	38,770	36,865	34,895
2/3 PAGE.....	29,105	27,645	26,185
1/2 PAGE.....	25,850	24,545	23,250
1/3 PAGE.....	19,385	18,460	17,470
TWO COLOR			
SPREAD.....	\$64,855	\$61,595	\$58,385
FULL PAGE.....	32,425	30,800	29,200
2/3 PAGE.....	24,330	23,110	21,885
1/2 PAGE.....	21,620	20,550	19,455
1/3 PAGE.....	16,210	15,390	14,585
BLACK & WHITE			
SPREAD.....	\$56,400	\$53,555	\$50,760
FULL PAGE.....	28,195	26,775	25,380
2/3 PAGE.....	21,150	20,100	19,030
1/2 PAGE.....	18,800	17,860	16,910
1/3 PAGE.....	14,090	13,390	12,680
2ND COVER	\$46,525	—	—
3RD COVER	42,640	—	—
4TH COVER	51,570	—	—

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 06/09