

RATE CARD NO. 33

effective January 2012 issue

PREFERRED POSITION:

Add 10% to space rate.

BLEED:

Add 10% to space rate.

COMMISSION:

15% to recognized agencies.

CASH DISCOUNT:

2% — 10 days; Net 30 days from invoice date.

CONTRACT AND COPY REGULATIONS:

Publisher follows SRDS CONSUMER MAGAZINE CONTRACT AND COPY REGULATIONS. Copies of regulations available on request.

CANCELLATIONS:

All efforts are made to handle cancellations at no charge up to the MATERIAL DUE DATE. After that date, cancellations cannot be processed.

- PUBLISHED 10 TIMES PER YEAR
- BASIC SUBSCRIPTION RATE:
\$24.95/YEAR

ad space rates

B&W	1X	3X	6X	10X
2 Page Spread	\$4178	\$3994	\$3789	\$3579
1 Page	2324	2218	2106	1994
2/3	2007	1859	1711	1564
1/2	1606	1507	1401	1311
1/3	1176	1091	1001	902
1/4	943	887	824	754
1/6	642	599	543	479
4"	528	485	444	402
3"	422	380	346	310
2"	282	261	233	204
1"	148	141	126	112
2/C				
2 Page Spread	\$4634	\$4459	\$4248	\$4036
1 Page	2578	2479	2360	2240
2/3	2261	2106	1965	1817
1/2	1859	1760	1662	1564
1/3	1430	1345	1253	1156
1/4	1197	1141	1078	1008
1/6	894	853	788	732
4/C				
2 Page Spread	\$5355	\$5170	\$4966	\$4755
1 Page	2979	2874	2755	2642
2/3	2656	2515	2366	2212
1/2	2247	2162	2063	1958
1/3	1839	1740	1655	1556
1/4	1606	1536	1479	1409
1/6	1089	1046	1018	980
Covers				
2 Page Spread	\$6179	\$6064	\$5924	\$5797
COVER 2	3430	3367	3296	3219
COVER 3	3430	3367	3296	3219
COVER 4	3980	3924	3832	3740
Advertorial <i>Call Amy for more information.</i>				

Inserts, polybagging and tipping are available. Please ask for our special Insert Rate Card. All specifications are included.

Contact:

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