



millimeter Four-Color Print Ad Rates

Size	Open Rate	Affiliate	Sponsor	Partner	Premier	Platinum
2 page Spread	\$15,055	\$14,302	\$13,550	\$12,797	\$12,044	\$11,291
1 page	\$8,235	\$7,823	\$7,412	\$7,000	\$6,588	\$6,176
2/3 page	\$6,605	\$6,275	\$5,945	\$5,614	\$5,284	\$4,954
1/2 page island	\$5,950	\$5,653	\$5,355	\$5,058	\$4,760	\$4,463
1/2 page	\$5,115	\$4,859	\$4,604	\$4,348	\$4,092	\$3,836
1/3 page	\$3,765	\$3,577	\$3,389	\$3,200	\$3,012	\$2,824
1/4 page	\$2,970	\$2,822	\$2,673	\$2,525	\$2,376	\$2,228
1/6 page	\$2,300	\$2,185	\$2,070	\$1,955	\$1,840	\$1,725

All display rates quoted are gross rates. 15% agency commission applies.

Position Premiums

Cover 4*	Add 25%
Cover 3*	Add 15%
Cover 2*	Add 20%
Cover 2*/Page 1	Add 20%
Opposite TOC *	Add 20%
Guaranteed Position	Add 15%
Opposite All Columns	Add 15%

*4-color only

Classified Rates (Frequency rates per column inch)

Open Rate	3x	6x	12x
\$140	\$126	\$112	\$105

Marketplace Advertising

All Marketplace rates quoted are four-color, net rates. No agency discounts.

Size	1x-6x	7x-12x
1 page	\$2,143	\$1,607
1/2 page	\$1,470	\$1,103
1/3 page	\$1,030	\$773
1/6 page	\$600	\$450

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