

To: _____ Date: _____ Time: _____
 Company: _____ From: _____
 Fax Number: _____ E-mail: _____

All print sizes are listed in column-inches. Ad width is measured in columns and height is measured in inches. Please see our media kit for complete details on ad sizing and formatting. Incorrectly formatted ads may be charged a fee. All prices are subject to change with 30 days notice. Local rates apply to local businesses and locally-owned franchises only. Agencies or national clients are charged our national rate.

Print Advertising			Print Advertising Discounts		
Standard Recommended Sizes*:			Exclusive Opportunities**:		
Open Rate: \$14.75/c.i.			Front Page Banner	6 x 1.5"	\$350
Full Page	6 x 21"	\$1858.50	Blind Date Sponsor	Special	\$ 50
Half Page A	6 x 10.25"	\$ 907.13	Sudoku Sponsor	2 x 3"	\$105
Half Page B	3 x 21"	\$ 929.25	Mini Sudoku Sponsor	2 x 1.5"	\$ 55
Half Page C	4 x 16"	\$ 944.00	* Many other sizes available. See media kit for details. Please remember that ad width is measured in columns, not inches. A 6 x 21" ad is actually 10.63 inches wide and 21 inches tall.		
Third Page A	4 x 10.25"	\$ 604.75	**Contact a sales rep at (202) 994-7682 for details and for additional opportunities not listed here.		
Quarter Page A	3 x 10.25"	\$ 453.56			
Quarter Page B	6 x 5.25"	\$ 464.63			
Eighth Page	3 x 5.25"	\$ 232.31			
			*Volume Contract Discounts:		
			5% 130" - 194"		
			10% 195" - 259"		
			15% 260" - 324"		
			20% 325" - 389"		
			25% 390" or more		
			*Stipulations apply		
			*Pick Up Rate: \$12.00pci		
			*(Same ad must run in two consecutive issues to qualify)		
Pre-Print & Special Opportunities			Pre-Payment:		
Single-Sheet Inserts/FSI up to 12 pages	Min 3,000	\$85/thousand	Payments provided by cash, check or credit card prior to the ad deadline will receive a 5% discount. Some clients are required to prepay.		
Single-Sheet Inserts/FSI 14- 24 pages	Min 3,000	\$90/thousand			
Single-Sheet Inserts/FSI more than 24 pages	Min 3,000	please call			

Web Site Advertising				Color	
	SIZE (IN PIXELS)	MONTHLY	WEEKLY	Full Color Advertisements	
Billboard	468 x 60	\$450.00	\$175.00	\$5 per column-inch	
Square	300 x 250	\$350.00	\$100.00	Minimum \$75, Maximum \$375	
				Spot Color	
				\$2 per column-inch	
				Minimum \$30, Maximum \$150	
				Frequency & non-profit discounts apply to color rates as well.	

Publication Schedule																											
August		September		October		November																					
Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa
1	2	3	4	5	6		4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
7	8	9	10	11	12	13	11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
14	15	16	17	18	19	20	18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
21	22	23	24	25	26	27	25	26	27	28	29	30	23	24	25	26	27	28	29	27	28	29	30				
28	29	30	31										30	31													
December		January		February		March																					
Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa
				1	2	3	1	2	3	4	5	6	7	5	6	7	8	9	10	11	4	5	6	7	8	9	10
4	5	6	7	8	9	10	8	9	10	11	12	13	14	12	13	14	15	16	17	18	11	12	13	14	15	16	17
11	12	13	14	15	16	17	15	16	17	18	19	20	21	19	20	21	22	23	24	25	18	19	20	21	22	23	24
18	19	20	21	22	23	24	22	23	24	25	26	27	28	26	27	28	29				25	26	27	28	29	30	31
25	26	27	28	29	30	31	29	30					26	27	28	29											
April		May		June																							
Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa							
1	2	3	4	5	6	7	1	2	3	4	5		3	4	5	6	7	8	9	14	Regular Issue						
8	9	10	11	12	13	14	6	7	8	9	10	11	12	10	11	12	13	14	15	16	10	Special Issue					
15	16	17	18	19	20	21	13	14	15	16	17	18	19	17	18	19	20	21	22	23	26	Offices Closed					
22	23	24	25	26	27	28	20	21	22	23	24	25	26	24	25	26	27	28	29	30							
29	30						27	28	29	30	31																

Creative Services	
Full Creative Services, Including Design:	\$50 one-time charge
Editing, Ad Reformatting Only:	\$25 one-time charge
Late Material:	\$25
Mis-sized Artwork:	\$25
Incorrectly Formatted Ads:	\$25
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Updated 6/23/11