

### 1/16 PAGE

2 col. x 2"  
4 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$65.40
13	\$60.48
26	\$58.00
52	\$55.52

Subtract \$16 for BW

**1/16  
PAGE**

### 1/8 PAGE

2 col. x 4"  
8 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$125.84
13	\$116.48
26	\$111.76
52	\$107.12

Subtract \$32 for BW

**1/8  
PAGE**

### 1/4 PAGE

3 col. x 6.75"  
20.25 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$310.79
13	\$288.11
26	\$276.77
52	\$265.63

Subtract \$85 for BW

**1/4  
PAGE**

### 1/2 PAGE VERTICAL

3 col. x 11"  
33 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$434.47
13	\$399.49
26	\$382.00
52	\$364.51

Subtract \$85 for BW

**1/2-V  
PAGE**

### 1/2 PAGE HORIZONTAL

5 col. x 6.75"  
33.75 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$442.41
13	\$406.64
26	\$388.75
52	\$370.86

Subtract \$85 for BW

**1/2-H  
PAGE**

### 2/3 PAGE

3 col. x 14"  
42 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$507.52
13	\$465.10
26	\$444.10
52	\$423.10

Subtract \$85 for BW

**2/3  
PAGE**

### 3/4 PAGE

4 col. x 11"  
44 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$527.64
13	\$483.20
26	\$461.20
52	\$439.20

Subtract \$85 for BW

**3/4  
PAGE**

### 4/5 PAGE

4 col. x 14"  
56 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$620.36
13	\$566.60
26	\$539.72
52	\$512.84

Subtract \$85 for BW

**4/5  
PAGE**

### FULL PAGE

5 col. x 14"  
70 col. inches

<u>Weeks</u>	<u>Cost per issue</u>
1	\$754.20
13	\$687.00
26	\$653.40
52	\$619.80

Subtract \$85 for BW

**FULL  
PAGE**