

DISPLAY RATES

Display Advertising Rates - 2018

UNIT SIZE	COST PER AD BY UNIT SIZE AND FREQUENCY - COLOR							
	1x	6x	13x	19x	26x	39x	52x	104x
1/8 p (8")	\$2,024	\$1,976	\$1,907	\$1,878	\$1,824	\$1,720	\$1,664	\$1,624
1/6 p (12")	3,036	2,964	2,860	2,772	2,736	2,508	2,496	2,436
1/4 p (18")	4,554	4,446	4,260	4,159	4,105	3,871	3,745	3,655
1/3 p (24")	5,976	5,808	5,601	5,377	5,305	5,065	4,969	4,825
1/2 p (35")	7,801	7,556	7,327	7,037	6,932	6,582	6,442	6,232
Jr p (40")	8,551	8,191	7,872	7,632	7,512	7,192	7,072	6,712
FP (70")	12,071	11,721	11,422	11,202	10,992	10,082	9,682	9,382

UNIT SIZE	COST PER AD BY UNIT SIZE AND FREQUENCY - BLACK AND WHITE							
	1x	6x	13x	19x	26x	39x	52x	104x
1/8 p (8")	\$1,360	\$1,312	\$1,296	\$1,264	\$1,240	\$1,136	\$1,080	\$1,040
1/6 p (12")	2,040	1,968	1,944	1,896	1,860	1,704	1,620	1,560
1/4 p (18")	3,060	2,952	2,916	2,844	2,790	2,556	2,430	2,340
1/3 p (24")	3,984	3,816	3,768	3,624	3,552	3,312	3,216	3,072
1/2 p (35")	5,810	5,565	5,495	5,285	5,180	4,830	4,690	4,480
Jr p (40")	6,560	6,200	6,040	5,880	5,760	5,440	5,320	4,960
FP (70")	10,080	9,730	9,590	9,450	9,240	8,330	7,930	7,630

Color Rates

(in addition to BW Display Rates—Flat rates)

(per col. inch.)	24" OR LESS	25"+	PER SPREAD
Standard Colors	\$40	\$996	\$1,195
2 Standard Colors	63	1,492	1,792
Matched Colors	52	1,228	1,924
4-Color Process	83	1,991	2,855

DISCOUNT COLOR CHARGES

8% for 13x contract
12% for 19x and above

Display Ad Sample Sizes and Pricing

Full Page Standard Tab Size 5 col.x 14" or 10.25" x 14" (70 col. inches) 1x BW \$10,080 1x Color \$12,071	Junior Page Standard Magazine Size 4 col.x 10" or 8.125" x 10" (40 col. inches) 1x BW \$6,560 1x Color \$8,551	1/2 Page 5 col.x 7" or 10.25" x 7" (35 col. inches) 1x BW \$5,810 1x Color \$7,801	1/3 Page 3 col.x 8" or 6" x 8" (24 col. inches) 1x BW \$3,984 1x Color \$5,976
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SPACE SIZE	WIDTH IN INCHES
1 Page (non-bleed)	10-1/4
1 Column	1-7/8
2 Columns	4
3 Columns	6
4 Columns	8-1/8
5 Columns	10-1/4
6 Column Spreads	12-3/4
8 Column Spreads	16-3/4
10 Column Spreads	21
Center Spread	21

1/4 Page 3 col.x 6" or 6" x 6" (18 col. inches) 1x BW \$3,060 1x Color \$4,554	2 col.x 4.33" or 4" x 4.33" (8 col. inches)	1/8 Page 1x BW \$1,360 1x Color \$2,024	1/6 Page 2 col.x 6" or 4" x 6" (12 col. inches) 1x BW \$2,004 1x Color \$2,976
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SPACE SIZE	MINI - MAXI DEPTH IN INCHES
1 Page (non-bleed)	14
1 Column	4 to 14
2 Columns	2 to 14
3 Columns	3 to 14
4 Columns	4 to 14
5 Columns	5 to 14
6 Column Spreads	6 to 14
8 Column Spreads	8 to 14
10 Column Spreads	8 to 14
Center Spread	4 to 14