



2009 Publisher's & Direct Response Rates

FOUR COLOR

	1X	3X	6X	12X	18X
Full Page	\$5,595	\$5,315	\$4,875	\$4,755	\$4,525
2/3 Page	\$4,175	\$3,980	\$3,750	\$3,550	\$3,375
1/2 Page	\$3,375	\$3,220	\$3,020	\$2,840	\$2,690
1/3 Page	\$2,840	\$2,675	\$2,570	\$2,380	\$2,265
1/6 Page	\$1,680	\$1,590	\$1,505	\$1,425	\$1,340

B&W

	1X	3X	6X	12X	18X
Full Page	\$4,430	\$4,265	\$4,035	\$3,810	\$3,610
2/3 Page	\$3,755	\$3,185	\$3,020	\$2,840	\$2,690
1/2 Page	\$2,700	\$2,565	\$2,410	\$2,250	\$2,160
1/3 Page	\$2,250	\$2,130	\$2,050	\$1,910	\$1,820
1/6 Page	\$1,340	\$1,275	\$1,200	\$1,130	\$1,080