



# RETAIL MODULAR RATES AND SIZES

Effective May, 2011

Modular Size	Mechanical Dimensions	Insertion Order Size	Open Rate (Comm)	Open Rate (Net)	\$5,000 - \$9,999 level	\$10,000 - \$24,999 level	\$25,000 - \$49,999 level	\$50,000 - \$99,999 level	\$100,000 - \$149,999 level	\$150,000 - \$199,999 level	\$200,000 - \$249,999 level	Full Color Rates
Double Truck	20.25" x 9.6"	12 col x 9.6"	\$8,500	\$7,300	\$7,100	\$6,900	\$6,700	\$6,500	\$6,100	\$5,900	\$5,500	\$800
Full Page	9.89" x 9.6"	6 col x 9.6"	\$4,200	\$3,600	\$3,500	\$3,400	\$3,300	\$3,200	\$3,000	\$2,900	\$2,600	\$700
2/3 Page	8.22" x 8"	5 col x 8"	\$2,800	\$2,400	\$2,340	\$2,270	\$2,200	\$2,135	\$2,000	\$1,940	\$1,800	\$500
1/2 Page Vertical	4.89" x 9.6"	3 col x 9.6"	\$2,100	\$1,800	\$1,750	\$1,700	\$1,650	\$1,600	\$1,500	\$1,450	\$1,300	\$400
1/2 Page Horiz	9.89" x 4.75"	6 col x 4.75"	\$2,100	\$1,800	\$1,750	\$1,700	\$1,650	\$1,600	\$1,500	\$1,450	\$1,300	\$400
2/5 Page	4.89" x 8"	3 col x 8"	\$1,680	\$1,450	\$1,400	\$1,360	\$1,320	\$1,280	\$1,200	\$1,160	\$1,080	\$400
1/3 Page Vertical	3.22" x 9.6"	2 col x 9.6"	\$1,400	\$1,200	\$1,170	\$1,135	\$1,100	\$1,065	\$1,000	\$970	\$900	\$300
1/3 Page Horiz	6.56" x 4.75"	4 col x 4.75"	\$1,400	\$1,200	\$1,170	\$1,135	\$1,100	\$1,065	\$1,000	\$970	\$900	\$300
3/10 Page	4.89" x 6"	3 col x 6"	\$1,260	\$1,080	\$1,050	\$1,020	\$990	\$960	\$900	\$870	\$810	\$250
1/4 Page	4.89" x 4.75"	3 col x 4.75"	\$1,050	\$900	\$875	\$850	\$825	\$800	\$750	\$725	\$675	\$200
1/6 Page	3.22" x 4.75"	2 col x 4.75"	\$700	\$600	\$585	\$570	\$550	\$535	\$500	\$485	\$450	\$150
2/15 Page	3.22" x 4"	2 col x 4"	\$560	\$480	\$465	\$455	\$440	\$425	\$400	\$385	\$360	\$100
1/8 Page	4.89" x 2.31"	3 col x 2.31"	\$525	\$450	\$440	\$425	\$415	\$400	\$375	\$365	\$340	\$100
1/10 Page	3.22" x 3"	2 col x 3"	\$420	\$360	\$350	\$340	\$330	\$320	\$300	\$290	\$270	\$75
1/15 Page Vertical	1.56" x 4"	1 col x 4"	\$280	\$240	\$235	\$230	\$225	\$215	\$200	\$195	\$180	\$50
1/15 Page Horiz	3.22" x 2"	2 col x 2"	\$280	\$240	\$235	\$230	\$225	\$215	\$200	\$195	\$180	\$50
1/20 Page	1.56" x 3"	1 col x 3"	\$210	\$180	\$175	\$170	\$165	\$160	\$150	\$145	\$135	\$40
1/30 Page	1.56" x 2"	1 col x 2"	\$140	\$120	\$115	\$115	\$110	\$105	\$100	\$95	\$90	\$40

**PICKUP DISCOUNTS** (Discounts for multiple-day runs of same ad material within a seven-day period)

Second Day - 20% discount

Third Day - 30% discount

Fourth Day - 40% discount

Fifth Day Plus - 50% discount