

2009 ADVERTISING RATES

Rate Base: 725,000 (Effective Jul/Aug)

	1X	3X	6X
Cover 2	\$68,230	\$64,820	\$61,410
Cover 3	\$62,550	\$59,420	\$56,260
Cover 4	\$71,080	\$67,520	\$63,970

FULL COLOR

	1X	3X	6X
Full Page	\$56,860	\$54,020	\$51,180
2/3 Page	\$45,490	\$43,220	\$40,940
1/2 Page	\$36,960	\$35,120	\$33,270
1/3 Page	\$27,290	\$25,930	\$24,560
1/4 Page	\$19,910	\$18,910	\$17,910

TWO COLOR

	1X	3X	6X
Full Page	\$50,040	\$47,540	\$45,040
2/3 Page	\$40,030	\$38,030	\$36,030
1/2 Page	\$32,530	\$30,990	\$29,270
1/3 Page	\$24,020	\$22,820	\$21,610
1/4 Page	\$17,510	\$16,640	\$15,760

BLACK & WHITE

	1X	3X	6X
Full Page	\$45,490	\$43,220	\$40,940
2/3 Page	\$36,390	\$34,570	\$32,750
1/2 Page	\$29,570	\$28,090	\$26,610
1/3 Page	\$21,840	\$20,740	\$19,650
1/4 Page	\$15,920	\$15,130	\$14,330

MARKETPLACE

	1X	3X	6X
Full Page	\$20,620	\$19,590	\$18,560
1/2 Page	\$15,770	\$14,982	\$14,190
1/3 Page	\$13,750	\$13,060	\$12,370
1/4 Page	\$11,910	\$11,320	\$10,720
1/6 Page	\$10,030	\$9,520	\$9,020
1/8 Page	\$9,200	\$8,740	\$8,280
1/12 Page	\$7,450	\$7,070	\$6,700

BRC

\$44,550 — 6" x 4" card. All business reply cards must accompany a minimum of a full page black and white advertising page.

INSERTS

Pricing available upon request.

COMBINED FREQUENCY

Advertisers placing ads in more than one Hoffman Media magazine may combine insertions to earn a lower frequency rate.