

Retail Rate Card

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FREQUENCY/COST PER INSERTION

AD SIZE Column x Agates(Width x Depth)		52 x	26 x	12 x	8 x	4 x	1 x
FULL PAGE 9 x 196 (10.25" x 14")		\$ 2,310	2,660	2,810	2,945	3,275	3,640
JUNIOR PAGE 7 x 196 (8.062" x 14")		\$ 1,875	2,090	2,195	2,310	2,570	2,840
TWO THIRDS 6 x 196 (6.875" x 14")		\$ 1,715	1,925	2,035	2,140	2,355	2,570
TWO THIRDS 9 x 130 (10.25" x 9.312")		\$ 1,715	1,925	2,035	2,140	2,355	2,570
VERTICAL HALF 5 x 196 (5.687" x 14")		\$ 1,445	1,610	1,690	1,790	1,980	2,195
HALF PAGE 6 x 146 (6.875" x 10.437")		\$ 1,290	1,450	1,525	1,610	1,765	1,960
HALF PAGE 9 x 97 (10.25" x 6.937")		\$ 1,290	1,450	1,525	1,610	1,765	1,960
THIRD PAGE 5 x 114 (5.687" x 8.125")		\$ 855	965	1020	1070	1,180	1,290
QUARTER PAGE 3 x 146 (3.375" x 10.437") 9 x 47 (10.25" x 3.375")		\$ 680	750	785	825	910	1,000
QUARTER PAGE 5 x 86 (5.687" x 6.125") 4 x 108 (4.562" x 7.75")		\$ 680	750	785	825	910	1,000
SIXTH PAGE 3 x 97 (3.375" x 6.937")		\$ 485	535	560	590	655	720
EIGHTH PAGE 5 x 42 (5.687" x 3") 4 x 52 (4.562" x 3.687")		\$ 340	385	405	425	470	515
NINTH PAGE 3 x 64 (3.375" x 4.562")		\$ 320	365	385	405	450	495
TWELFTH PAGE 3 x 47 (3.375" x 3.375")		\$ 250	270	295	315	350	385
EIGHTEENTH PAGE 3 x 31 (3.375" x 2.187") 2 x 47 (2.23" x 3.375")		\$ 160	180	205	240	235	265
THIRTYSEXTH PAGE 2 x 24 (2.23" x 1.75") 1 x 47 (1.062" x 3.375")		\$ 85	100	110	115	125	140