



## 2011 General Rates

FOUR COLOR	1X	3X	6X	11X
FULL PAGE	\$ 2,679	\$ 2,519	\$ 2,365	\$ 2,302
2/3 PAGE	\$ 1,782	\$ 1,575	\$ 1,475	\$ 1,389
1/2 PAGE	\$ 1,538	\$ 1,342	\$ 1,263	\$ 1,188
1/3 PAGE	\$ 1,241	\$ 897	\$ 844	\$ 796
COVER 4	\$ 3,384	\$ 3,076	\$ 2,891	\$ 2,715
COVER 2 or 3	\$ 3,214	\$ 2,917	\$ 2,732	\$ 2,583

BLACK & WHITE	1X	3X	6X	11X
FULL PAGE	\$ 2,032	\$ 1,909	\$ 1,787	\$ 1,687
2/3 PAGE	\$ 1,326	\$ 1,246	\$ 1,167	\$ 1,098
1/2 PAGE	\$ 1,135	\$ 1,061	\$ 998	\$ 938
1/3 PAGE	\$ 897	\$ 838	\$ 791	\$ 743
1/6 PAGE	\$ 597	\$ 558	\$ 526	\$ 495

## 2011 Production Schedule

COVER DATE	ORDER CLOSE	AD MATERIALS DUE	MAIL DATE
JANUARY	10/20	11/1	11/18
FEBRUARY	11/15	11/29	12/16
MARCH	12/17	1/3	1/20
APRIL	1/19	1/31	2/17
MAY	2/15	2/28	3/17
JUNE	3/23	4/4	4/21
JULY	4/20	5/2	5/19
AUG/SEPT	5/17	5/27	6/16
OCTOBER	7/20	8/1	8/18
NOVEMBER	8/17	8/29	9/15
DECEMBER	9/21	10/3	10/20

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