

# General Rates

## 4-Color Gross

Full Page	\$381,500
2/3 Page	\$299,500
1/2 Page	\$243,400
1/3 Page	\$165,500
1/4 Page	\$128,700

## Black & White

Full page	\$305,900
2/3 Page	\$240,500
1/2 Page	\$194,700
1/3 Page	\$132,500

## Covers

Cover 2	\$457,900
Cover 3	\$419,600
Cover 4	\$495,900

**2,500,000**  
RATE BASE