

# Rates and Closing Dates

➔ 2016

## 2016 GROSS RATES\*

DISPLAY AD SIZE	4-COLOR	B&W
PAGE	\$78,100	\$57,000
2/3 PAGE	\$62,400	\$45,700
1/2 PAGE	\$50,800	\$37,100
1/3 PAGE	\$35,100	\$25,600
2ND COVER	\$89,800	-
3RD COVER	\$85,900	-
4TH COVER	\$93,700	-

TRAVEL AD SIZE	4-COLOR	B&W
PAGE	\$73,200	\$53,600
2/3 PAGE	\$58,600	\$42,800
1/2 PAGE	\$47,500	\$34,800
1/3 PAGE	\$32,900	\$24,100
2ND COVER	\$84,100	-
3RD COVER	\$80,500	-
4TH COVER	\$87,800	-

## 2016 CALENDAR

ISSUE	AD CLOSE	ON SALE
FEBRUARY/MARCH	12/1/15	1/26/16
APRIL/MAY	2/2/16	3/22/16
JUNE/JULY	4/19/16	6/7/16
SEPTEMBER	6/21/16	8/23/16
OCTOBER/NOVEMBER	7/26/16	9/27/16
DECEMBER/JANUARY 2017	9/20/16	11/22/16

➔ **RATE BASE**  
550,000

**AUDIENCE**  
1.8 million

**FREQUENCY**  
6x a year

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