



Rate Card 2016

Position	Size	Open Rate	13 weeks	52 weeks
Front page				
Ad in masthead	2.25"x1.75"	\$150	\$100	\$75
Blocks	2 col. x 2.5"	\$250	\$200	\$175
Strip	6 col. x 2"	\$350	\$300	\$250
Page 2 (Bulletin Board)				
Ad in banner at top	2 col. x 1.5"	\$150	\$125	\$100
Blocks	1 col. x 1.5"	\$70	\$50	\$30
Page 3				
Ad in banner at top	2 col. x 1.5"	\$150	\$125	\$100
Modular sizes: 1 block	1 col. x 2.5"	\$125	\$100	\$75
2 blocks	2 col. x 2.5"	\$225	\$200	\$175
4 blocks	2 col. x 5"	\$350	\$325	\$300
Back page				
Half page	3 col. x 9.6"	\$500	\$450	\$400
Full page	6 col. x 9.6"	\$800	\$750	\$700
Centerspread				
Banners at bottom – single	6 col. x 2"	\$400	\$350	\$300
Or double truck	12 col. x 2"	\$600	\$500	\$400
Modular sizes: 1 block	2 col. x 2"	\$200	\$175	\$150
2 blocks	2 col. x 4"	\$325	\$300	\$275