

NATIONAL ADVERTISING

PRINT RATE CARD NUMBER 1

March 1, 2007

2007 NATIONAL RATES

B&W	Open	4x	8x	12x	24x	48x
Full Page	\$9,150	\$8,745	\$8,240	\$7,600	\$6,550	\$5,495
3/4 Page	\$8,025	\$7,665	\$7,225	\$6,660	\$5,735	\$4,815
Junior/Mag Page	\$7,610	\$7,265	\$6,850	\$6,315	\$5,440	\$4,565
Half Page	\$5,525	\$5,275	\$4,975	\$4,585	\$3,950	\$3,320
1/4 Page	\$3,040	\$2,895	\$2,735	\$2,516	\$2,169	\$1,815
Full Sprd	\$18,315	\$17,485	\$16,475	\$15,200	\$13,095	\$10,990
Junior/Mag Sprd	\$15,680	\$14,975	\$14,110	\$13,015	\$11,210	\$9,410

4 COLOR	Open	4x	8x	12x	24x	48x
Full Page	\$10,400	\$9,995	\$9,490	\$8,850	\$7,795	\$6,745
3/4 Page	\$9,275	\$8,915	\$8,475	\$7,910	\$6,985	\$6,065
Junior/Mag Page	\$8,860	\$8,520	\$8,095	\$7,570	\$6,690	\$5,820
Half Page	\$6,775	\$6,530	\$6,225	\$5,835	\$5,200	\$4,565
1/4 Page	\$4,280	\$4,150	\$3,980	\$3,770	\$3,420	\$3,065
Full Sprd	\$19,565	\$18,735	\$17,730	\$16,450	\$14,345	\$12,240
Junior/Mag Sprd	\$16,930	\$16,225	\$15,360	\$14,265	\$12,460	\$10,660

Advertising rates based on twelve-month contracts. Weekly packages including print, web & TV are available.

MECHANICAL AND PRINT SPECS

AD SIZES

Full	10in X 13.5in
3/4 Horizontal	10in X 10in
3/4 Vertical	7.45in X 13.5in
Junior/Mag	7.45in x 10in
Half Horizontal	6.65in X 10in
Half Vertical	4.90in X 13.5in
1/4 Square	4.90in X 6.65in
1/4 Horizontal	10in X 3.5in
1/4 Vertical	2.38in X 13.5in

OTHER INFO

Screen Ruling: 85 Lines per inch

Photo Images: 250 dpi

Color: CMYK format

PDF: to meet x1a standard and must have embedded fonts

Reverse Type: No type smaller than 10 pt. should be used when reversing type in one single color. When reversing two or more colors, use a type no smaller than 14 pt.

DEADLINES

TUESDAYS

Space reservation due: Thursday prior, 5 PM

Camera ready art due: Friday prior, noon

Non-camera-ready materials due: Thursday prior, noon

WEDNESDAYS

Space reservation due: Friday prior, 5 PM

Camera ready art due: Monday prior, noon

Non-camera-ready materials due: Friday prior, noon

THURSDAYS

Space reservation due: Monday prior, 5 PM

Camera ready art due: Tuesday prior, noon



1100 Wilson Boulevard, 6th Floor. Arlington, VA 22209

NATIONAL ADVERTISING

CHARTER RATE CARD

Valid until March 1, 2007

2007 NATIONAL RATES

B&W	Open	4x	8x	12x	24x	48x
Full Page	\$7,785	\$7,430	\$7,005	\$6,460	\$5,565	\$4,670
3/4 Page	\$6,820	\$6,515	\$6,140	\$5,660	\$4,875	\$4,090
Junior/Mag Page	\$6,465	\$6,175	\$5,825	\$5,370	\$4,625	\$3,880
Half Page	\$4,695	\$4,490	\$4,225	\$3,895	\$3,360	\$2,820
1/4 Page	\$2,580	\$2,465	\$2,325	\$2,140	\$1,845	\$1,545
Full Sprd	\$15,565	\$14,865	\$14,005	\$12,920	\$11,130	\$9,340
Junior/Mag Sprd	\$13,325	\$12,725	\$11,990	\$11,060	\$9,530	\$7,995

4 COLOR	Open	4x	8x	12x	24x	48x
Full Page	\$8,845	\$8,495	\$8,065	\$7,525	\$6,630	\$5,735
3/4 Page	\$7,880	\$7,575	\$7,200	\$6,725	\$5,940	\$5,155
Junior/Mag Page	\$7,530	\$7,240	\$6,885	\$6,435	\$5,685	\$4,945
Half Page	\$5,760	\$5,550	\$5,290	\$4,960	\$4,420	\$3,880
1/4 Page	\$3,640	\$3,525	\$3,385	\$3,200	\$2,905	\$2,610
Full Sprd	\$16,630	\$15,925	\$15,070	\$13,985	\$12,195	\$10,405
Junior/Mag Sprd	\$14,390	\$13,790	\$13,055	\$12,125	\$10,590	\$9,060

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