



2005 DISPLAY AD RATES (\$)

| 4 COLOR | 1X | 3X | 6X | 12X | 24X |
|-----------------|-------|-------|-------|-------|-------|
| Full page | 7,075 | 6,863 | 6,650 | 6,367 | 6,039 |
| 1/2 page | 4,546 | 4,410 | 4,274 | 4,092 | 3,881 |
| 1/3 page | 3,647 | 3,537 | 3,428 | 3,282 | 3,113 |
| 1/4 page | 3,087 | 2,995 | 2,902 | 2,778 | 2,635 |
| 2 COLOR | 1X | 3X | 6X | 12X | 24X |
| Full page | 6,078 | 5,896 | 5,713 | 5,470 | 5,188 |
| 1/2 page | 3,906 | 3,789 | 3,671 | 3,515 | 3,334 |
| 1/3 page | 3,133 | 3,039 | 2,945 | 2,819 | 2,674 |
| 1/4 page | 2,652 | 2,573 | 2,493 | 2,387 | 2,264 |
| B&W | 1X | 3X | 6X | 12X | 24X |
| Full page | 5,660 | 5,490 | 5,320 | 5,094 | 4,831 |
| 1/2 page | 3,637 | 3,528 | 3,419 | 3,273 | 3,105 |
| 1/3 page | 2,917 | 2,830 | 2,742 | 2,626 | 2,490 |
| 1/4 page | 2,470 | 2,396 | 2,322 | 2,223 | 2,108 |
| PRIME POSITIONS | 1X | 3X | 6X | 12X | 24X |
| Contents | 8,898 | 8,631 | 8,364 | 8,008 | 7,595 |
| Covers | 9,360 | 9,079 | 8,798 | 8,424 | 7,990 |
| Facing matter | 7,287 | 7,068 | 6,850 | 6,558 | 6,220 |