

## 2008 Advertising Rates

1.5 million Issues published annually  
150,000 copies printed monthly

Ad Size (4-Color)	Dimensions	Monthly Rate
<b>One-Page Bleed</b>	<b>7" x 9.375"</b>	<b>\$4,500.00</b>
<b>Two-Page Bleed</b>	<b>14" x 9.375"</b>	<b>\$9,000.00</b>
<b>2/3 Page (2 Columns)</b>	<b>3.9375" x 8.125"</b>	<b>\$3,000.00</b>
<b>1/2 Page Horizontal</b>	<b>6" x 4"</b>	<b>\$2,250.00</b>
<b>1/3 Page Vertical</b>	<b>1.875" x 8.125"</b>	<b>\$1,500.00</b>
<b>1/3 Page Square</b>	<b>3.9375" x 4"</b>	<b>\$1,500.00</b>
<b>1/6 Page Vertical</b>	<b>1.875" x 4"</b>	<b>\$750.00</b>

Premium Page Ads	Dimensions	Monthly Rate
<b>Back Cover</b>	<b>7" x 9.375"</b>	<b>\$5,175.00</b>
<b>Inside (Front or Back)</b>	<b>7" x 9.375"</b>	<b>\$5,175.00</b>
<b>Pages 2, 3 or 5</b>	<b>7" x 9.375"</b>	<b>\$5,175.00</b>

### January 2008

Space Deadline Dec 10, 2007  
Materials Deadline Dec 10, 2007  
Issue Date Jan 1, 2008

### July 2008

Space Deadline Jun 10, 2008  
Materials Deadline Jun 10, 2008  
Issue Date Jul 1, 2008

### February 2008

Space Deadline Jan 10, 2008  
Materials Deadline Jan 10, 2008  
Issue Date Feb 1, 2008

### August 2008

Space Deadline Jul 10, 2008  
Materials Deadline Jul 10, 2008  
Issue Date Aug 1, 2008

### March 2008

Space Deadline Feb 10, 2008  
Materials Deadline Feb 10, 2008  
Issue Date Mar 1, 2008

### September 2008

Space Deadline Aug 10, 2008  
Materials Deadline Aug 10, 2008  
Issue Date Sep 1, 2008

### April 2008

Space Deadline Mar 10, 2008  
Materials Deadline Mar 10, 2008  
Issue Date Apr 1, 2008

### October 2008

Space Deadline Sep 10, 2008  
Materials Deadline Sep 10, 2008  
Issue Date Oct 1, 2008

### May 2008

Space Deadline Apr 10, 2008  
Materials Deadline Apr 10, 2008  
Issue Date May 1, 2008

### November 2008

Space Deadline Oct 10, 2008  
Materials Deadline Oct 10, 2008  
Issue Date Nov 1, 2008

### June 2008

Space Deadline May 10, 2008  
Materials Deadline May 10, 2008  
Issue Date Jun 1, 2008

### December 2008

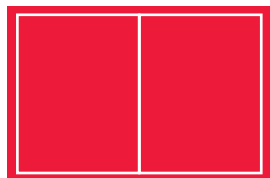
Space Deadline Nov 10, 2008  
Materials Deadline Nov 10, 2008  
Issue Date Dec 1, 2008

### General Information:

- No charge for bleed ads.
- Rates effective through December 31, 2008.
- An advertiser who does not complete a contracted schedule will be subject to a short rate.
- Cancellation not accepted after space deadline closing date.



One-Page Bleed



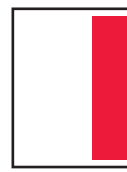
Two-Page Bleed



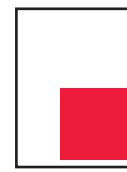
2/3 Page  
(2 Columns)



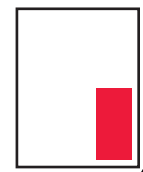
1/2 Page  
Horizontal



1/3 Page  
Vertical



1/3 Page  
Square



1/6 Page  
Vertical