

# 2010 RATE CARD General Rates

Rate Base **840,000** ■ Effective January/February 2010 Issue ■ No. 31

	1x	3x	6x	9x	12x
<b>FOUR COLOR</b>					
Full Page	\$83,500	\$80,995	\$78,490	\$75,985	\$73,480
2/3 Page	62,600	60,722	58,844	56,966	55,088
1/2 Page	50,100	48,597	47,094	45,591	44,088
1/3 Page	39,200	38,024	36,848	35,672	34,496

<b>TWO COLOR</b>					
Full Page	\$70,200	\$68,094	\$65,988	\$63,882	\$61,776
2/3 Page	52,700	51,119	49,538	47,957	46,376
1/2 Page	42,100	40,837	39,574	38,311	37,048
1/3 Page	33,000	32,010	31,020	30,030	29,040

<b>BLACK &amp; WHITE</b>					
Full Page	\$56,900	\$55,193	\$53,486	\$51,779	\$50,072
2/3 Page	42,700	41,419	40,138	38,857	37,576
1/2 Page	34,200	33,174	32,148	31,122	30,096
1/3 Page	26,800	25,996	25,192	24,388	23,584

<b>COVER 2 PAGE 1</b>	\$192,000	\$186,240	\$180,480	\$174,720	\$168,960
<b>THIRD COVER</b>	96,000	93,120	90,240	87,360	84,480
<b>FOURTH COVER</b>	108,600	105,342	102,084	98,826	95,568

<b>4 PAGE COVERGATE* OPEN RATE \$375,750</b>	\$364,478	\$353,205	\$341,933	\$330,660
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\*PLUS NET PRODUCTION CHARGE \$30,000

<b>BRC</b>		
We-Print BRC**	\$56,900	Dimensions: 4 1/4" x 6" ■ Paper Stock: 75# High Bulk
Supplied BRC**	\$45,520	

**DEPARTURES**  
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