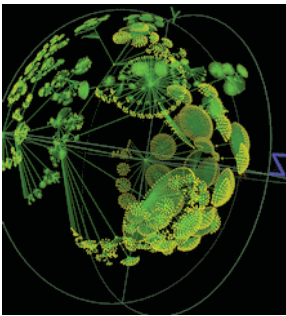


## 2009 NATIONAL ADVERTISING RATES



<b>Four-Color</b>	<b>Full</b>	<b>2/3</b>	<b>1/2</b>	<b>1/3</b>	<b>1/6</b>
<b>1x</b>	55,335	44,310	36,855	22,470	13,860
<b>3x</b>	54,285	43,365	36,120	22,050	13,545
<b>6x</b>	52,605	42,105	34,965	21,420	13,125
<b>12x</b>	49,770	39,900	33,075	20,265	12,495
<b>18x</b>	47,040	37,590	31,290	19,110	11,760

<b>Two-Color</b>	<b>Full</b>	<b>2/3</b>	<b>1/2</b>	<b>1/3</b>	<b>1/6</b>
<b>1x</b>	46,096	36,855	30,660	18,795	11,550
<b>3x</b>	45,150	36,120	30,030	18,375	11,340
<b>6x</b>	43,785	35,070	29,085	17,850	10,920
<b>12x</b>	41,475	33,180	27,615	16,905	10,395
<b>18x</b>	39,165	31,395	26,040	15,960	9,765

<b>Black &amp; White</b>	<b>Full</b>	<b>2/3</b>	<b>1/2</b>	<b>1/3</b>	<b>1/6</b>
<b>1x</b>	36,855	29,505	24,570	14,300	9,240
<b>3x</b>	36,120	28,875	24,045	14,700	9,030
<b>6x</b>	35,070	28,035	23,310	14,280	8,715
<b>12x</b>	33,180	26,565	22,050	13,545	8,295
<b>18x</b>	31,395	25,095	20,895	12,705	7,875

### Premiums

**Cover 4** 69,875

**Cover 2** 63,635

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