## 2018 ADVERTISING RATES - PRINT ($)

### 4-COLOR

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,900</td>
<td>$1,810</td>
<td>$1,720</td>
<td>$1,630</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,400</td>
<td>$1,330</td>
<td>$1,260</td>
<td>$1,190</td>
</tr>
</tbody>
</table>

### BLACK & WHITE RATES

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,500</td>
<td>$1,430</td>
<td>$1,360</td>
<td>$1,290</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,100</td>
<td>$1,050</td>
<td>$1,000</td>
<td>$950</td>
</tr>
</tbody>
</table>

### PREMIUM POSITIONS

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$2,570</td>
<td>$2,450</td>
<td>$2,330</td>
<td>$2,210</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,850</td>
<td>$2,720</td>
<td>$2,590</td>
<td>$2,460</td>
</tr>
<tr>
<td>TOC</td>
<td>$2,380</td>
<td>$2,270</td>
<td>$2,160</td>
<td>$2,050</td>
</tr>
</tbody>
</table>

Tier 4 of 4