

2008 SOUND & VISION CLASSIFIED RATES

Circulation: 200,000

Published 10x Per Year

Effective January Issue

WORDED		
Ad Style (Minimum 20 Words)	Amount Per Word	Minimum Rate
Word Classified	11.60	232
Expand-Ad Classified	17.65	353
Bold Face Classified	13.95	279
Grey Screen Classified	14.70	294
Bold and Grey Screen Classified	16.95	339
Expand-Ad Bold Classified	19.85	397
Expand-Ad Grey Screen Classified	20.60	412
Expand-Ad Bold and Grey Classified	22.80	456
Centered line in addition to per word charge	63.00	in addition to per word charge
Spaced line in addition to per word charge	63.00	in addition to per word charge
Illustrated - B&W per inch	596	Max 3 inches. Must be used with a worded option.
Illustrated - 2 Color per inch	874	
Illustrated - 4 Color per inch	1,185	

DISPLAY									
Ad Size In Inches	Black & White			2 Color			4 Color		
	1X	6X	10X	1X	6X	10X	1X	6X	10X
1"	1,400	1,373	1,340	1,680	1,645	1,610	1,820	1,785	1,745
1.25"	1,746	1,709	1,673	2,095	2,050	2,010	2,270	2,220	2,175
1.5"	2,090	2,047	2,002	2,510	2,455	2,400	2,715	2,660	2,605
1.75"	2,432	2,380	2,330	2,920	2,855	2,795	3,165	3,095	3,030
2"	2,772	2,714	2,657	3,325	3,255	3,185	3,605	3,525	3,450
2.25"	3,112	3,045	2,980	3,730	3,655	3,575	4,045	3,960	3,875
2.5" or 1/12 Pg	3,449	3,375	3,303	4,135	4,050	3,965	4,485	4,385	4,290
2.75"	3,784	3,704	3,626	4,540	4,445	4,350	4,920	4,815	4,710
3"	4,117	4,031	3,943	4,940	4,835	4,730	5,350	5,240	5,125
3.25"	4,448	4,354	4,262	5,340	5,225	5,110	5,785	5,660	5,540
3.5"	4,779	4,678	4,577	5,735	5,610	5,490	6,210	6,080	5,950
3.75"	5,106	4,998	4,892	6,130	6,000	5,870	6,640	6,500	6,360
4"	5,434	5,321	5,204	6,520	6,385	6,245	7,060	6,915	6,765
4.25"	5,759	5,638	5,514	6,910	6,765	6,620	7,485	7,325	7,170
4.5"	6,080	5,953	5,825	7,295	7,145	6,990	7,905	7,740	7,570
4.75"	6,404	6,267	6,132	7,680	7,520	7,360	8,325	8,145	7,970
5" or 1/6 Pg	6,721	6,579	6,438	8,065	7,895	7,725	8,735	8,555	8,370
5.25"	7,040	6,891	6,743	8,445	8,270	8,090	9,150	8,960	8,765
5.5"	7,355	7,199	7,044	8,825	8,640	8,455	9,560	9,360	9,160
5.75"	7,670	7,507	7,344	9,205	9,010	8,815	9,970	9,760	9,550
6"	7,982	7,813	7,644	9,580	9,375	9,175	10,375	10,155	9,940
6.25"	8,291	8,117	7,943	9,950	9,740	9,530	10,780	10,550	10,325
6.5"	8,600	8,420	8,237	10,320	10,105	9,885	11,180	10,945	10,710
6.75"	8,910	8,720	8,532	10,690	10,465	10,240	11,580	11,335	11,090
7" or 1/4 Pg	9,215	9,020	8,826	11,060	10,825	10,590	11,980	11,725	11,470
7.25"	9,518	9,317	9,116	11,420	11,180	10,940	12,375	12,110	11,850
7.5"	9,819	9,612	9,406	11,785	11,535	11,285	12,765	12,495	12,225
7.75"	10,118	9,906	9,692	12,145	11,890	11,630	13,155	12,880	12,600
8"	10,419	10,199	9,978	12,505	12,235	11,975	13,545	13,260	12,975
8.25"	10,715	10,489	10,263	12,860	12,585	12,315	13,930	13,635	13,340
8.5"	11,010	10,776	10,545	13,210	12,935	12,655	14,315	14,010	13,705
8.75"	11,304	11,065	10,826	13,565	13,275	12,990	14,695	14,380	14,075
9"	11,594	11,350	11,104	13,915	13,620	13,325	15,075	14,755	14,435
9.25"	11,885	11,633	11,383	14,260	13,960	13,660	15,450	15,125	14,800
9.5"	12,171	11,913	11,657	14,605	14,300	13,990	15,825	15,490	15,155
9.75"	12,459	12,194	11,933	14,950	14,635	14,320	16,195	15,855	15,510
10" or 1/3 Pg	12,741	12,475	12,204	15,290	14,970	14,645	16,565	16,215	15,865
15" or 1/2 Pg	18,156	17,693	17,231	20,635	20,175	19,710	21,960	21,495	21,035