

# 2008 POPULAR PHOTOGRAPHY & IMAGING CLASSIFIED RATES

**Circulation: 400,000**

**Published 12x Per Year**

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<b>WORDED</b>		
Ad Style (Minimum 20 Words)	Amount Per Word	Minimum Rate
Word Classified	15.00	300
Expand-Ad Classified	22.40	448
Bold Face Classified	17.95	359
Grey Screen Classified	18.60	372
Bold and Grey Screen Classified	21.55	431
Expand-Ad Bold Classified	25.45	509
Expand-Ad Grey Screen Classified	26.10	522
Expand-Ad Bold and Grey Classified	29.00	580
Centered line in addition to per word charge	70.00	in addition to per word charge
Spaced line in addition to per word charge	70.00	in addition to per word charge
Illustrated - B&W	452.00	Max 3 inches. Must be used with a worded option.
Illustrated - 2 Color	684.00	
Illustrated - 4 Color	904.00	

<b>DISPLAY</b>									
Ad Size	Black & White			2 Color			4 Color		
In Inches	1X	6X	12X	1X	6X	12X	1X	6X	12X
1"	983	882	785	1,430	1,325	1,230	1,730	1,625	1,530
1.25"	1,226	1,097	977	1,675	1,540	1,425	1,970	1,840	1,720
1.5"	1,467	1,312	1,170	1,915	1,760	1,620	2,215	2,060	1,915
1.75"	1,710	1,527	1,363	2,155	1,975	1,810	2,455	2,270	2,110
2"	1,949	1,744	1,552	2,400	2,190	2,005	2,700	2,485	2,300
2.25"	2,185	1,954	1,742	2,630	2,400	2,190	2,930	2,700	2,485
2.5" (1/12 Pg)	2,422	2,166	1,932	2,870	2,615	2,380	3,170	2,915	2,675
2.75"	2,658	2,375	2,115	3,105	2,825	2,565	3,405	3,120	2,865
3"	2,891	2,582	2,302	3,335	3,030	2,750	3,635	3,330	3,050
3.25"	3,126	2,793	2,489	3,575	3,240	2,940	3,875	3,540	3,235
3.5"	3,357	2,999	2,676	3,805	3,445	3,120	4,100	3,745	3,420
3.75"	3,587	3,206	2,858	4,035	3,655	3,305	4,335	3,950	3,605
4"	3,813	3,409	3,039	4,260	3,855	3,485	4,560	4,155	3,785
4.25"	4,046	3,613	3,221	4,490	4,060	3,665	4,790	4,360	3,970
4.5"	4,272	3,816	3,403	4,720	4,265	3,850	5,020	4,560	4,150
4.75"	4,496	4,022	3,584	4,945	4,470	4,030	5,245	4,770	4,330
5" (1/6 Pg)	4,718	4,219	3,761	5,165	4,665	4,205	5,465	4,965	4,510
5.25"	4,943	4,419	3,938	5,390	4,865	4,385	5,690	5,165	4,685
5.5"	5,165	4,618	4,116	5,615	5,065	4,560	5,910	5,365	4,860
5.75"	5,385	4,815	4,292	5,835	5,260	4,740	6,135	5,560	5,035
6"	5,606	5,011	4,468	6,055	5,460	4,915	6,355	5,755	5,215
6.25"	5,824	5,207	4,638	6,270	5,655	5,085	6,570	5,955	5,385
6.5"	6,042	5,402	4,812	6,490	5,850	5,260	6,790	6,145	5,560
6.75"	6,260	5,595	4,985	6,705	6,040	5,435	7,005	6,340	5,730
7" (1/4 Pg)	6,469	5,782	5,156	6,920	6,235	5,600	7,215	6,530	5,900
7.25"	6,684	5,976	5,325	7,135	6,425	5,775	7,430	6,725	6,070
7.5"	6,897	6,165	5,495	7,345	6,610	5,940	7,645	6,910	6,240
7.75"	7,109	6,354	5,663	7,560	6,805	6,110	7,860	7,100	6,405
8"	7,317	6,536	5,826	7,765	6,985	6,275	8,065	7,280	6,575
8.25"	7,528	6,727	5,992	7,975	7,175	6,440	8,275	7,470	6,740
8.5"	7,733	6,914	6,160	8,180	7,360	6,605	8,480	7,660	6,905
8.75"	7,939	7,096	6,323	8,390	7,540	6,770	8,685	7,840	7,070
9"	8,144	7,278	6,488	8,590	7,725	6,935	8,890	8,025	7,230
9.25"	8,349	7,461	6,649	8,795	7,910	7,095	9,095	8,210	7,395
9.5"	8,549	7,643	6,811	9,000	8,090	7,255	9,295	8,390	7,560
9.75"	8,752	7,821	6,971	9,200	8,270	7,420	9,500	8,570	7,715
10" (1/3 Pg)	8,947	7,999	7,126	9,395	8,445	7,575	9,695	8,745	7,870

<b>CATALOG</b>		
Size	Black & White	4-Color
1/12 page	2,295	2,985