

# 2008 CYCLE WORLD SHOWCASE RATES

Circulation: 325,000

Published 12x Per Year

Effective January Issue

<b>WORDED</b>		
Ad Style (Minimum 20 Words)	Amount Per Word	Minimum Rate
Word Classified	9.05	181
Expand-Ad Classified	13.60	272
Bold Face Classified	10.90	218
Grey Screen Classified	11.50	230
Bold and Grey Screen Classified	12.95	259
Expand-Ad Bold Classified	15.25	305
Expand-Ad Grey Screen Classified	15.65	313
Expand-Ad Bold and Grey Classified	17.55	351
Centered line in addition to per word charge	66.00	in addition to per word charge
Spaced line in addition to per word charge	66.00	in addition to per word charge
Illustrated - B&W per inch	371	Max 3 inches. Must be used with a worded option.
Illustrated - 2 Color per inch	560	
Illustrated - 4 Color per inch	823	

<b>DISPLAY</b>									
Ad Size In Inches	Black & White			2 Color			4 Color		
	1X	6X	12X	1X	6X	12X	1X	6X	12X
1"	584	552	524	820	795	770	1,070	1,045	1,015
1.25"	725	690	651	965	930	895	1,215	1,180	1,145
1.5"	872	821	782	1,115	1,065	1,020	1,360	1,315	1,270
1.75"	1,011	961	907	1,255	1,200	1,150	1,500	1,450	1,400
2"	1,166	1,107	1,044	1,405	1,350	1,285	1,655	1,595	1,535
2.25"	1,294	1,227	1,161	1,535	1,470	1,405	1,785	1,715	1,650
2.5" or 1/12 Pg	1,450	1,360	1,284	1,690	1,600	1,525	1,940	1,850	1,770
2.75"	1,575	1,493	1,413	1,815	1,735	1,655	2,065	1,985	1,900
3"	1,734	1,647	1,555	1,975	1,885	1,800	2,225	2,135	2,045
3.25"	1,850	1,757	1,658	2,095	2,000	1,900	2,340	2,245	2,150
3.5"	1,988	1,886	1,783	2,230	2,125	2,025	2,480	2,375	2,275
3.75"	2,124	2,018	1,908	2,365	2,260	2,150	2,615	2,510	2,400
4"	2,254	2,151	2,029	2,495	2,395	2,275	2,745	2,645	2,520
4.25"	2,393	2,273	2,150	2,640	2,515	2,390	2,885	2,765	2,640
4.5"	2,531	2,402	2,272	2,770	2,645	2,515	3,020	2,890	2,760
4.75"	2,666	2,527	2,391	2,905	2,770	2,635	3,155	3,020	2,885
5" or 1/6 Pg	2,795	2,661	2,511	3,035	2,900	2,750	3,285	3,150	3,000