

# HOME

## 2008 MAIL ORDER RATE CARD

**Circulation: 800,000**

**Published 8x Per Year**

**Effective: February/March Issue**

<b>Color</b>	<b>Size</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
<b>Black &amp; White</b>	<b>Full Page</b>	57,150	55,600	53,920
	<b>2/3 Page</b>	49,145	47,880	46,330
	<b>1/2 Page</b>	38,065	37,065	35,940
	<b>1/3 Page</b>	27,100	26,260	25,425
<b>2 Color</b>	<b>Full Page</b>	62,110	60,330	58,680
	<b>2/3 Page</b>	53,335	51,970	50,315
	<b>1/2 Page</b>	41,130	40,040	38,800
	<b>1/3 Page</b>	29,485	28,665	27,845
<b>4 Color</b>	<b>Full Page</b>	66,785	64,870	63,095
	<b>2/3 page</b>	57,350	55,880	54,100
	<b>1/2 page</b>	44,225	43,050	41,720
	<b>1/3 page</b>	31,705	30,820	29,940