

## 2008 AMERICAN PHOTO CLASSIFIED RATES

**Circulation: 175,000**

**Published 6x Per Year**

**Effective January Issue**

<b>WORDED</b>		
Ad Style (Minimum 20 Words)	Amount Per Word	Minimum Rate
Word Classified	12.15	243
Expand-Ad Classified	18.20	364
Bold Face Classified	14.55	291
Grey Screen Classified	15.15	303
Bold and Grey Screen Classified	17.60	352
Expand-Ad Bold Classified	20.60	412
Expand-Ad Grey Screen Classified	21.30	426
Expand-Ad Bold and Grey Classified	23.65	473
Centered line in addition to per word charge	53.00	in addition to per word charge
Spaced line in addition to per word charge	53.00	in addition to per word charge
Illustrated - B&W	378.00	Max 3 inches. Must be used with a worded option.
Illustrated - 2 Color	576.00	
Illustrated - 4 Color	762.00	

<b>DISPLAY</b>									
Ad Size	Black & White			2 Color			4 Color		
	1X	3X	6X	1X	3X	6X	1X	3X	6X
1"	800	754	697	1,040	980	905	1,200	1,130	1,050
1.25"	968	940	869	1,255	1,220	1,130	1,450	1,410	1,305
1.5"	1,196	1,127	1,038	1,555	1,465	1,350	1,795	1,690	1,555
1.75"	1,392	1,310	1,210	1,810	1,705	1,575	2,085	1,965	1,820
2"	1,593	1,497	1,384	2,070	1,945	1,800	2,390	2,245	2,080
2.25"	1,780	1,673	1,548	2,315	2,175	2,010	2,670	2,510	2,320
2.5" (1/12 Pg)	1,975	1,856	1,716	2,565	2,410	2,230	2,960	2,780	2,575
2.75"	2,163	2,034	1,883	2,810	2,645	2,450	3,240	3,050	2,825
3"	2,357	2,215	2,050	3,065	2,880	2,665	3,535	3,320	3,075
3.25"	2,547	2,392	2,213	3,310	3,110	2,875	3,815	3,585	3,320
3.5"	2,735	2,570	2,377	3,555	3,340	3,090	4,100	3,855	3,565
3.75"	2,922	2,747	2,542	3,795	3,570	3,305	4,385	4,120	3,815
4"	3,111	2,927	2,702	4,045	3,805	3,510	4,665	4,390	4,055
4.25"	3,292	3,099	2,866	4,280	4,025	3,725	4,940	4,645	4,300
4.5"	3,479	3,271	3,026	4,520	4,250	3,935	5,220	4,905	4,540
4.75"	3,662	3,440	3,187	4,765	4,475	4,140	5,495	5,160	4,780
5" (1/6 Pg)	3,844	3,616	3,342	5,000	4,700	4,345	5,765	5,425	5,015
5.25"	4,027	3,785	3,505	5,235	4,920	4,555	6,040	5,675	5,255
5.5"	4,210	3,953	3,661	5,470	5,140	4,760	6,315	5,935	5,490
5.75"	4,388	4,123	3,815	5,705	5,360	4,960	6,585	6,185	5,725
6"	4,566	4,292	3,972	5,935	5,580	5,165	6,850	6,440	5,960
6.25"	4,743	4,458	4,126	6,165	5,795	5,365	7,115	6,690	6,190
6.5"	4,918	4,625	4,279	6,395	6,010	5,565	7,380	6,935	6,420
6.75"	5,097	4,791	4,436	6,625	6,230	5,765	7,645	7,185	6,650
7" (1/4 Pg)	5,278	4,960	4,589	6,860	6,450	5,965	7,915	7,440	6,880
7.25"	5,445	5,116	4,738	7,080	6,650	6,160	8,165	7,675	7,105
7.5"	5,616	5,281	4,886	7,305	6,865	6,355	8,425	7,920	7,335
7.75"	5,790	5,443	5,036	7,525	7,075	6,545	8,685	8,160	7,550
8"	5,962	5,604	5,186	7,750	7,285	6,740	8,945	8,405	7,780
8.25"	6,129	5,761	5,335	7,965	7,490	6,935	9,195	8,640	8,000
8.5"	6,299	5,920	5,481	8,190	7,700	7,120	9,450	8,885	8,220
8.75"	6,466	6,079	5,629	8,405	7,900	7,315	9,700	9,120	8,440
9"	6,637	6,240	5,766	8,625	8,110	7,495	9,955	9,360	8,650
9.25"	6,798	6,393	5,915	8,840	8,310	7,690	10,195	9,590	8,870
9.5"	6,966	6,546	6,057	9,055	8,510	7,875	10,445	9,815	9,085
9.75"	7,127	6,701	6,202	9,265	8,710	8,065	10,690	10,050	9,300
10" (1/3 Pg)	7,288	6,854	6,339	9,475	8,910	8,240	10,935	10,280	9,510

<b>CATALOG</b>		
Size	Black & White	4-Color
1/12 page	1,410	1,845