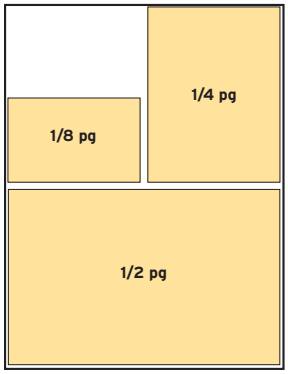

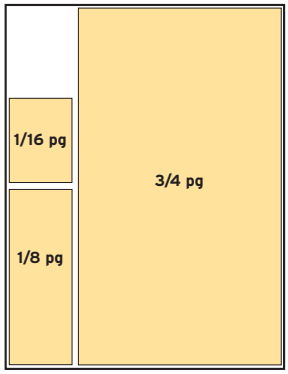

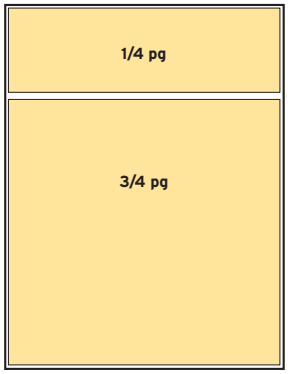

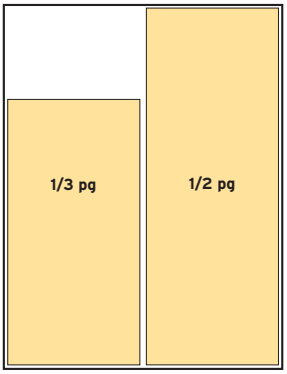

Prices and dimensions

per insertion

	Width	Height		Number of ads in 12 months 12x	6-11x	3-5x	1x
Full page outside back cover	7 1/4"	9 1/2"	Color	$2,133	$2,296	$2,476	$2,857
Full page inside cover	7 1/4"	9 1/2"	Color	$1,993	$2,148	$2,315	$2,670
			Targeted Color Guide	**$1,976**	**$2,120**	**$2,275**	**$2,617**
Full page	7 1/4"	9 1/2"*	Color	$1,854	$1,997	$2,153	$2,484
			B/W	$1,650	$1,794	$1,949	$2,280
			Targeted Color Guide	**$1,532**	**$1,644**	**$1,766**	**$2,036**
Three-quarter square	7 1/4"	7"	Color	$1,442	$1,554	$1,676	$1,935
or vertical	5 3/8"	9 1/2"*	B/W	$1,292	$1,404	$1,526	$1,785
			Targeted Color Guide	**$951**	**$1,039**	**$1,136**	**$1,313**
Half page horizontal	7 1/4"	4 1/2"	Color	$927	$999	$1,078	$1,244
or vertical	3 1/2"	9 1/2"*	B/W	$830	$902	$982	$1,148
			Targeted Color Guide	**$685**	**$735**	**$789**	**$915**
Third page	3 1/2"	7"	Color	$644	$694	$748	$864
			B/W	$577	$627	$682	$797
			Targeted Color Guide	**$434**	**$465**	**$498**	**$581**
Quarter page horizontal	7 1/4"	2 1/4"	Color	$405	$436	$469	$541
or vertical	3 1/2"	4 1/2"	B/W	$357	$388	$421	$493
			Targeted Color Guide	**$282**	**$302**	**$324**	**$381**
Eighth page horizontal	3 1/2"	2 1/4"	Color	$260	$281	$302	$349
or vertical	1 5/8"	4 1/2"	B/W	$234	$254	$275	$323
			Targeted Color Guide	**$198**	**$213**	**$239**	**$293**
Sixteenth page	1 5/8"	2 1/4"	Color	$166	$181	$207	$250
			B/W	$152	$167	$193	$236

*If placement is in a Targeted Guide, height is 9 1/4"

Guaranteed placement available at 10% of space rate ($65 minimum) on some pages.

Display cancellation policy Ads cancelled after space reservation deadline will incur a cancellation fee of 20% of the cost of the ad.

Add online to your print advertising for as little as $100/month.

Targeted Guides

These full-color sections of targeted ads and useful editorial content appear in every issue in print and online. **See the schedule on page 8.**

Your ad in these targeted guides receives:

- Full color
- Print and 2-month online presence with a link to your website
- Eligibility for frequency discount

E-Edition!

Bonus—Your print ad is also online every month.