









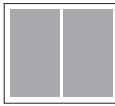
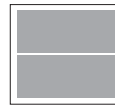
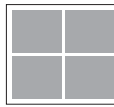
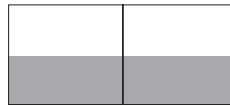
## RATES

		1X	2X	4X
<b>Full Page</b>	<b>4-Color</b>	<b>\$5,500</b>	(per ad) <b>\$5,150</b>	(per ad) <b>\$4,850</b>
<b>Full Page</b>	<b>B&amp;W</b>	<b>4,400</b>	<b>4,075</b>	<b>3,875</b>
1/2 Page	4-Color	3,500	3,250	3,050
1/2 Page	B&W	2,200	2,100	1,950
1/4 Page	B&W only	1,175	1,125	1,025
Cover 2*, Pages 3*, 5, 7 & 8	4-Color	6,650	6,250	5,600
Cover 3*, Pages 4 & 6	4-Color	6,050	5,700	5,350
Cover 4	4-Color	7,700	7,300	6,700
Spread	4-Color	9,950	9,450	8,650
Spread	B&W	7,700	7,300	6,700
Jumbo (1/2 Horizontal Spread)	4-Color/B&W		Use Full Page Pricing	

- No charge for bleed.
- PMS 5th & 6th colors are available upon request; and prices are custom quoted.

- Front Cover 1 is also page 1 of book.
- Rates, dimensions, and specifications for gatefolds, inserts, and other specialty orders are available upon request.

## SIZES AND DIMENSIONS

 <b>Full Page Trim:</b> 9"W x 8"H (228.6 x 203.2 mm)	 <b>Full Page Bleed:</b> 9 1/2"W x 8 1/2"H (241.3 x 215.9 mm)	 <b>Full Page Live Area:</b> 8 1/2"W x 7 1/2"H (215.9 x 190.5 mm)	 <b>Full Page Non-Bleed:</b> 8"W x 7"H (203.2 x 177.8 mm)
 <b>Spread - Trim:</b> 18"W x 8"H (457.2 x 203.2 mm)	 <b>Spread - Bleed:</b> 18 1/2"W x 8 1/2"H (469.9 x 215.9 mm)	 <b>Spread - Live Area:</b> 17 1/2"W x 7 1/2"H (444.5 x 190.5 mm)	 <b>Spread - Non Bleed (Gutter Bleed Only):</b> 17"W x 7"H (431.8 x 177.8 mm)
 <b>1/2 Vertical:</b> 3 7/8"W x 7"H (98.42 x 177.8 mm)	 <b>1/2 Horizontal:</b> 8"W x 3 3/8"H (203.2 x 85.73 mm)	 <b>1/4 Horizontal:</b> 3 7/8"W x 3 3/8"H (98.42 x 85.73 mm)	 <b>Jumbo:</b> (1/2 Horizontal Spread) Dimensions Available on Request

\*Covers 2 & 3, and page 3 should have live area reduced an extra 5/16"(7.94 mm) on gutter side of ad to compensate for encroachment of binding.

## ISSUE AND CLOSING DATES

ISSUE NUMBER AND MONTH	SPACE RESERVATIONS DUE	AD MATERIALS DUE	ISSUE NUMBER AND MONTH	SPACE RESERVATIONS DUE	AD MATERIALS DUE
#124 January '11	October 11	October 22	#128 January '12	October 17	October 28
#125 April '11	January 17	January 28	#129 April '12	January 16	January 27
#126 July '11	April 18	April 29	#130 July '12	April 16	April 27
#127 October '11	July 18	July 29	#131 October '12	July 16	July 27