

# 2012 Rates

2012 Media Kit

<b>Covers</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
Front Cover	\$74,400	\$69,100	\$63,800	\$58,500	\$53,100
Inside FC	\$19,600	\$17,600	\$15,900	\$14,600	\$13,000
Inside BC	\$21,000	\$18,900	\$18,100	\$17,400	\$16,800
Inside BC Gate \$30,100	\$29,000	\$27,700	\$26,600	\$25,200	
Back Cover	\$42,100	\$37,500	\$35,000	\$32,600	\$30,100
<b>Pages</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
1pg 2/c	\$12,000	\$11,600	\$10,800	\$10,300	\$9,600
1pg b/w	\$9,600	\$9,000	\$8,400	\$7,900	\$7,100
1/2 pg 2/c	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900
1/2 pg b/w	\$5,900	\$5,900	\$5,900	\$5,900	\$5,900
<b>Inserts</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
2 panel w/flags*	\$74,400	\$69,100	\$63,800	\$58,500	\$53,200
2 panel	\$24,500	\$22,100	\$20,700	\$19,500	\$18,400
<b>Print Banner</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
3.5"x1" 2/c	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
3.5"x1" b/w	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200
<b>Spine</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
4/c	\$7,100	\$7,100	\$7,100	\$7,100	\$7,100
Cover Starburst	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700
<b>Column</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
1/2 (4") 2/c	\$5,900	\$5,900	\$5,900	\$5,900	\$5,900
1/2 (4") b/w	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700
2" 2/c	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700
2" b/w	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
1" 2/c	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
1" b/w	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300
1/2" 2/c	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300
1/2" b/w	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300

\*Production included. Please contact SkyGuide for earlier material deadline.

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