

BTN RATES 2009

COLOR RATES	1X	7X	13X	24X	36X	72X
FULL PAGE	25,130	24,380	23,650	22,940	22,250	21,580
2 PAGE SPREAD	49,170	47,700	46,270	44,880	43,530	42,220
2/3 PAGE	20,110	19,500	18,910	18,340	17,800	17,260
2/3 PAGE SPREAD	40,220	39,000	37,820	36,680	35,600	34,520
1/2 PAGE SPREAD	30,490	29,570	28,690	27,820	26,990	26,170
1/2 PAGE ISLAND	16,370	15,870	15,400	14,640	14,490	14,060
1/2 PAGE	15,580	15,120	14,670	14,200	13,800	13,390
1/3 PAGE	10,560	10,240	9,930	9,630	9,340	9,064
1/4 PAGE VERTICAL	9,530	9,240	8,960	8,700	8,440	8,180
1/4 PAGE SQUARE	9,530	9,240	8,960	8,700	8,440	8,180
FOOTER	3,180	3,090	3,000	N/A	N/A	N/A
PAGE 1/PAGE 3 BOX	9,000	8,530	8,200	N/A	N/A	N/A

PREMIUM POSITIONS	1X	7X	13X	24X
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Cover 2 or 3	31,080	30,210	29,230	26,040
Cover 4	33,900	32,910	31,930	30,950

COLOR RATE EXCEPTIONS

- A. Black & White: Deduct \$4580 from 4-color rates
- B. Matched Color: Deduct \$760 from 4-color rates
- C. 2-Color/Spot: Deduct \$1240 from 4-color rates
- D. Color / Metallic Ink: Add \$1960 to 4-color rates

BLEEDS, PREFERRED POSITIONS, SHORT RATES & REBATES

- A. Bleed or oversized ads—subject to 10% surcharge on space rate.
Exceptions: (1) covers, (2) spread which may bleed into gutter without surcharge.
- B. Preferred positions—Page 5, 7, 9, 11 and Centerspread +10%; Covers 2,3,4 +20%
- C. Guaranteed positioning— +10%
- D. Short rates will be billed upon cancellation of contract or failure to fulfill minimum requirements.
- E. Rebates earned by using, within a 12-month period, additional space to justify lower rates will be paid in cash or credit at the option of advertiser.

CLASSIFIED RATES AVAILABLE UPON REQUEST