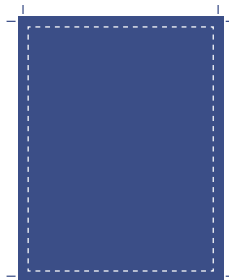


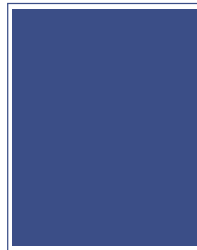
2009 LOCAL ADVERTISING RATES

Rates are net, per edition and include process color. Four-edition rates require a contract.

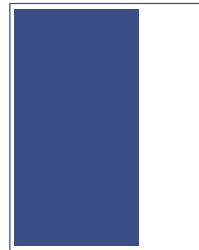
AD SIZE	DIMENSIONS	1 EDITION	4 EDITIONS	Orders cannot be canceled after reservation deadline. Non-fulfillment of contract terms will result in retroactive billing at the open rate. All advertisements are subject to acceptance by the publisher. All other terms stated on the advertising contract apply.
Back Cover (with bleed)	see below *	\$2,300	\$1,900	
Inside Covers (with bleed)	see below *	\$2,100	\$1,800	
Premium Full Page**	see below *	\$1,900	\$1,700	
Full Pages (no bleed)	7.21" x 9.77"	\$1,800	\$1,400	
2/3 Vertical	4.75" x 9.77"	\$1,600	\$1,200	
1/2 Vertical***	3.52" x 9.77"	\$1,300	\$1,000	
1/2 Horizontal****	7.21" x 4.81"	\$1,300	\$1,000	
1/3 Vertical	2.29" x 9.77"	\$1,000	\$800	
1/3 Square	4.75" x 4.81"	\$800	\$600	
1/6 Vertical	2.29" x 4.81"	\$500	\$400	



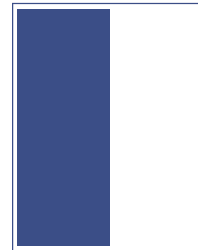
Full Page with Bleed
8.375" x 10.8125"*



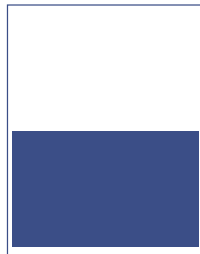
Full Page, No Bleed
7.21" x 9.77"



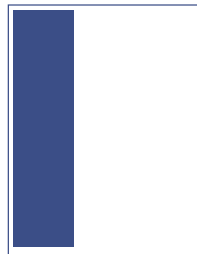
2/3 Vertical
4.75" x 9.77"



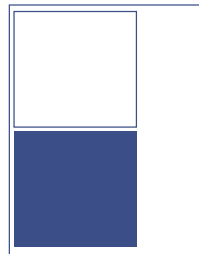
1/2 Vertical***
3.52" x 9.77"



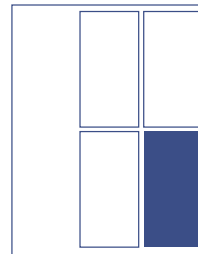
1/2 Horizontal****
7.21" x 4.81"



1/3 Vertical
2.29" x 9.77"



1/3 Square
4.75" x 4.81"



1/6 Vertical
2.29" x 4.81"

*8.375" x 10.8125" + add .125" bleed past final trim. Image area: 7.875" x 10.3125" (for elements not meant to trim)

Pages 1-13. *1/2 Vertical limited to one unit. ****1/2 Horizontal limited in quantity.

Note: Discounts are also available for advertisers utilizing multiple magazine products. Please ask your sales representative for more information.

CALENDAR

- | | |
|---------------------------------------|------------------------------|
| SPRING: Publishes: March 21 | ■ Ad Reservation: February 2 |
| SUMMER: Publishes: June 20 | ■ Ad Reservation: May 4 |
| FALL: Publishes: September 19 | ■ Ad Reservation: August 3 |
| WINTER: Publishes: November 28 | ■ Ad Reservation: October 12 |

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