

2011 MEDIA KIT

rates (net)

PUBLICATION RATES

| | SPEC | 1X | 2X |
|---------------------------------|--|---------|---------|
| DPS | Live Area 15 1/2" x 10" Trim Size 16 1/4" x 10 3/4" Full Bleed 16 1/2" x 11" | \$9,540 | \$8,586 |
| Full Page | Live Area 7 1/2" x 10" Trim Size 8 1/8" x 10 3/4" Full Bleed 8 3/8" x 11" | \$4,920 | \$4,428 |
| Half Page | Horizontal 7 1/8" x 4 3/4" Vertical 3 1/2" x 9 7/8" | \$2,820 | \$2,538 |
| 1/3 Page | Horizontal 7 1/8" x 3 1/4" Vertical 4 3/4" x 4 3/4" | \$2,400 | \$2,160 |
| 1/4 Page | Horizontal 7 1/8" x 2 3/8" Vertical 3 1/2" x 4 3/4" | \$1,860 | \$1,674 |
| Inside Front/Inside Back Cover | Live Area 7 1/2" x 10" Trim Size 8 1/8" x 10 3/4" Full Bleed 8 3/8" x 11" | \$6,360 | \$5,724 |
| Outside Back Cover | Live Area 7 1/2" x 10" Trim Size 8 1/8" x 10 3/4" Full Bleed 8 3/8" x 11" | \$7,080 | \$6,372 |
| Digital Edition *Sponsorship | TIFF, JPEG, EPS, PSD, PDF logo | \$3,000 | \$5,000 |

WEBSITE RATES

| | SPECS | 3 MONTH | 6 MONTH | 12 MONTH | CPI |
|--------------------|------------------|---------|---------|----------|--------|
| Leaderboard Banner | 728 x 90 pixels | \$4,000 | \$7,000 | \$12,000 | \$0.40 |
| Skyscraper | 300 x 600 pixels | \$3,000 | \$5,000 | \$8,000 | \$0.30 |
| Medium Rectangle | 300 x 250 pixels | \$2,000 | \$3,000 | \$4,000 | \$0.20 |
| Rectangle Ad | 300 x 100 pixels | \$1,500 | \$2,000 | \$3,000 | \$0.15 |
| Button Ad | 120 x 90 pixels | \$1,000 | \$1,500 | \$2,000 | \$0.10 |