

Effective Starting January 2009

Rates are earned based on the number of insertions within a 12-month period from the date of the first insertion. Each page or fraction page counts as one insertion. A 2-page spread counts as two insertions toward the fulfillment of a contract. An insert counts as one insertion, no matter the size or number of pages. Frequency discounts may be combined to include other Key Communications' publications. There are no additional charges for bleeds. Prices include one output from e-mail or disk. Materials supplied out of the conformance with our specifications will be charged for conversion. Four color ads require that a SWOP-standard proof be provided. For more information, please see Key Communications' 2009 Mechanical Specifications Sheet.

Four Color Print Space Rates	1X	3X	7X	13X
2-page spread	\$7,529	\$6,839	\$6,340	\$6,083
1 page	\$3,940	\$3,835	\$3,704	\$3,467
2/3 page	\$3,756	\$3,651	\$3,530	\$3,310
1/2 page island	\$3,625	\$3,415	\$3,205	\$2,995
1/2 page	\$3,625	\$3,415	\$3,205	\$2,995
1/3 page	\$3,205	\$2,978	\$2,758	\$2,653
1/4 page	\$3,020	\$2,758	\$2,427	\$2,271
B&W or Standard 2 Colors* Print Space Rates	1X	3X	7X	13X
2-page spread	\$3,977	\$3,640	\$3,310	\$3,031
1 page	\$2,206	\$2,049	\$1,944	\$1,734
2/3 page	\$2,101	\$1,944	\$1,839	\$1,629
1/2 page island	\$1,781	\$1,676	\$1,571	\$1,518
1/2 page	\$1,865	\$1,760	\$1,654	\$1,466
1/3 page	\$1,865	\$1,760	\$1,654	\$1,466
1/4 page	\$1,444	\$1,339	\$1,234	\$1,151

* Standard 2 colors only

Premiums (Add to page rates)

- Page one premium add 15%
- Back cover premium add 20%
- Covers 2 and 3 add 10%
- Guaranteed or consecutive position add 10%

Spot Color Rates

	PAGE	SPREAD
2-color, matched	\$ 895	\$1,550
2-color, reflex	\$1,050	\$1,750
2-color, metallic	\$1,050	\$1,750

Commissions

15 percent discount to recognized providers if print-ready materials are provided and when remittance is received within 30 days of billing date. Production charges, Classifieds and Suppliers Guide are not commissionable. Pre-payment and other discount programs are available. Please inquire.



Inserts, Outserts and Other Promotional Materials

Inserts: Must meet strict production standards. Surcharges for paper heavier than 50-lb. text or odd-shaped pieces may apply. Please send sample/mock-up for pricing information prior to printing inserts. Each insert sheet is priced as one 6x full-color page.

Additional charges: Insert—add \$48/1,000 Tip-On—add \$58/1,000

Outserts: Must meet strict production standards. Regular space rates and extra postal rates may apply, plus:

Set-up charge: \$250 **Outsert Fee:** \$80/1,000

Other Promotional Items: Such as barn doors, gatefolds, belly bands, personalized inkjetting and polybagging items such as CD Roms and more are also available. Please contact the publisher.

Non-Display Advertising (Classifieds and Suppliers Guide)

Classified Advertising

Per column inch (includes advertisement in Classifieds Online).....	\$119
Bold lines	\$ 25
Inserted graphics/photos	\$ 55
Box around copy	\$ 50
Blind box ad.....	\$ 60

Suppliers Guide

Standard listing.....	\$350/year
Additional line.....	\$ 50/year
Change fee.....	\$ 50/year
Add logo.....	\$100/year
Add Online Buyers' Guide.....	\$250/year

Non-display ads must be paid prior to publication. To place, please call the non-display manager at 540/720-5584.