



2017 DISPLAY RATES, COMMISSIONS & DISCOUNTS

UNIT SIZE	RATE	COVERS & SPREADS	RATE
P4CB Full Run	\$51,730	2 Facing Pages (Gutter Bleed Only)	\$93,115
P4CB Low	\$35,695	2 Facing Pages (Full Bleed)	\$93,115
P4CB High	\$23,795	4th Cover	\$62,075
2/3 P4CB	\$39,660	2nd & 3rd Covers	\$56,905
1/2 P4CB Vertical	\$28,450	4th Cover Low	\$42,835
1/2 P4CB Horizontal	\$28,450	4th Cover High	\$28,555
Digest P4CB	\$23,280	2nd & 3rd Covers Low	\$39,265
1/3 Square P4CB	\$18,105	2nd & 3rd Covers High	\$26,175
1/3 P4CB Vertical	\$18,105		
1/3 P4C Island	\$25,865		

Rates are gross. Cover advertising is non-cancellable.

Covers can be combined with other space units to earn discount. New advertiser discounts and frequency discounts available. Discounts apply to all run-of-book advertising. To earn discount, schedule must be completed within the contract year, 12 months, including date of first insertion.

Agency commission is 15% null and void on the 61st day after the billing date.

Send all contracts to your Regional Manager and contact them with inquiries regarding rates.