



2017 DISPLAY RATES, COMMISSIONS & DISCOUNTS

UNIT SIZE	RATE	COVERS & SPREADS	RATE
P4CB Full Run	\$50,715	2 Facing Pages (Gutter Bleed Only)	\$91,285
P4CB Low	\$34,995	2 Facing Pages (Full Bleed)	\$91,285
P4CB High	\$23,330	4th Cover	\$60,860
2/3 P4CB	\$38,880	2nd & 3rd Covers	\$55,785
1/2 P4CB Vertical	\$27,895	4th Cover Low	\$41,995
1/2 P4CB Horizontal	\$27,895	4th Cover High	\$27,995
Digest P4CB	\$22,820	2nd & 3rd Covers Low	\$38,495
1/3 Square P4CB	\$17,750	2nd & 3rd Covers High	\$25,665
1/3 P4CB Vertical	\$17,750		
1/3 P4C Island	\$25,360		

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.