

E&P@125
PRESSING CHANGE
 1884 - 2009

2009 Rates

Effective November 1, 2008

2009 B&W ADVERTISING RATES (GROSS)

	1X	3X	6X	9X	12X	18X
2-PAGE SPREAD	\$10,293	\$9,987	\$9,564	\$9,079	\$8,446	\$7,421
1 PAGE	\$5,722	\$5,553	\$5,320	\$5,025	\$4,698	\$4,118
2/3 PAGE	\$4,582	\$4,434	\$4,244	\$4,022	\$3,747	\$3,283
1/2 PAGE	\$3,431	\$3,336	\$3,188	\$3,029	\$2,818	\$2,481
1/3 PAGE	\$2,523	\$2,449	\$2,333	\$2,217	\$2,070	\$1,816
1/4 PAGE	\$2,122	\$2,058	\$1,974	\$1,869	\$1,731	\$1,531
1/6 PAGE	\$1,604	\$1,563	\$1,499	\$1,415	\$1,309	\$1,162
1/8 PAGE	\$1,373	\$1,330	\$1,267	\$1,204	\$1,129	\$992

MULTIPLE ADS IN THE SAME ISSUE (discount on space only):
 15% discount on second ad (same size or smaller than first ad)
 20% discount on third ad (same size or smaller than second ad)

COLOR RATES (GROSS)

STANDARD 2ND & 3RD COLORS (C,M & Y)

Add \$625 per color per page or part

2009 FOUR COLOR PROCESS RATES

Include Space and Color Charges (GROSS)

	1X	3X	6X	9X	12X	18X
2-PAGE SPREAD	\$13,292	\$12,890	\$12,362	\$11,697	\$10,895	\$9,564
1 PAGE	\$7,390	\$7,157	\$6,873	\$6,503	\$6,050	\$5,320
2/3 PAGE	\$6,229	\$5,985	\$5,743	\$5,437	\$5,057	\$4,444
1/2 PAGE	\$5,173	\$4,983	\$4,783	\$4,519	\$4,213	\$3,706
1/3 PAGE	\$4,201	\$4,085	\$3,907	\$3,706	\$3,441	\$3,029
1/4 PAGE	\$3,800	\$3,695	\$3,536	\$3,347	\$3,125	\$2,745
1/6 PAGE	\$3,336	\$3,240	\$3,114	\$2,934	\$2,745	\$2,417
1/8 PAGE	\$3,125	\$3,041	\$2,893	\$2,745	\$2,565	\$2,249

2009 PREPRINTED INSERTS

	1X	3X	6X	9X	12X	18X
PAGES						
1—2	\$10,663	\$9,300	\$8,499	\$7,654	\$7,169	\$6,651
4	\$19,044	\$16,648	\$15,192	\$13,671	\$12,806	\$11,930
6	\$26,899	\$23,490	\$21,441	\$19,320	\$18,085	\$16,818
8	\$33,603	\$29,370	\$26,793	\$24,133	\$22,592	\$21,029
12	\$47,031	\$41,088	\$37,520	\$33,793	\$32,618	\$29,433
16	\$58,243	\$50,885	\$46,429	\$41,816	\$39,167	\$36,432
20	\$67,216	\$58,707	\$53,588	\$48,266	\$45,152	\$42,038