

ADVERTISING CALENDAR & RATE CARD

| ISSUE | CIRCULATED | AD CLOSE | AD MATERIALS DUE |
|-------------------------|------------|--------------------------|---------------------------|
| 1st Quarter (Jan-Mar) | April | February 1 st | February 15 th |
| 2nd Quarter (April-Jun) | July | May 1 st | May 15 th |
| 3rd Quarter (July-Sept) | October | August 1 st | August 15 th |
| 4th Quarter (Oct-Dec) | January | November 1 st | November 15 th |

| 2008 Sponsorship Rate Card | | | |
|--|-------------|---------------------------------------|--------------------------------------|
| All prices are per placement, per issue (US Dollars) | | | |
| Covers | 1 Issue | 2-3 Issue 10% Discount (per issue) | 4 Issues 15% Discount (per issue) |
| Inside Back | \$697 | \$627 per issue | \$592 per issue |
| Inside Front | \$797 | \$717 per issue | \$677 per issue |
| Outside Back | \$897 | \$807 per issue | \$762 per issue |
| Display Ads | 1 Issue | 2-3 Issue 10% Discount (per issue) | 4 Issues 15% Discount (per issue) |
| Full page | \$597 | \$537 per issue | \$507 per issue |
| 2/3 page | \$497 | \$447 per issue | \$442 per issue |
| 1/2 page | \$397 | \$357 per issue | \$337 per issue |
| 1/3 page | \$297 | \$267 per issue | \$252 per issue |
| 1/4 page | \$197 | \$177 per issue | \$167 per issue |
| 1/6 page | \$137 | \$123 per issue | \$116 per issue |
| 1/8 page | \$105 | \$94 per issue | \$89 per issue |
| Business card | \$99 | \$88 per issue | \$84 per issue |
| 1/12 page | \$79 | \$71 per issue | \$67 per issue |
| Text Ads | 1 Issue | 2-3 Issue 10% Discount (per issue) | 4 Issues 15% Discount (per issue) |
| | \$2.00/word | \$1.75/word | \$1.50/word |

| Ad Size | |
|---------------------|-----------------|
| Full page w/bleed | 8.65" x 11.25" |
| 2/3 page Vertical | 4.861" x 10" |
| 1/2 page Horizontal | 7.375" x 4.833" |
| 1/2 page Vertical | 3.667" x 10" |
| 1/2 page Island | 4.861" x 7.333" |
| 1/3 page Vertical | 2.389" x 10" |
| 1/3 page Square | 4.861" x 4.833" |
| 1/4 page | 3.666" x 4.9" |
| 1/6 page Horizontal | 4.861" x 2.333" |
| 1/8 page | 3.67" x 2.4" |
| Business card | 3.5" x 2" |
| 1/12 page square | 2.347" x 2.333" |

■ Advertising Tip

The key to successful advertising is repetition

Get an additional 5% off your ad rate if you pre-pay for your insertions. Applies to 4+ insertions only.

*Updated 8-25-08

**Rates subject to change