

# 2018 National Advertising Rates

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**EFFECTIVE JANUARY 2018 ISSUE**

**RATE BASE: 4 million**

## **4-COLOR**

Full Page	\$373,900
2/3 Page	\$255,200
1/2 Page	\$228,100
1/3 Page	\$180,800
Center Island	\$247,000

## **COVERS-NON CANCELABLE**

Second Cover	\$448,800
Third Cover	\$430,100
Fourth Cover	\$467,500