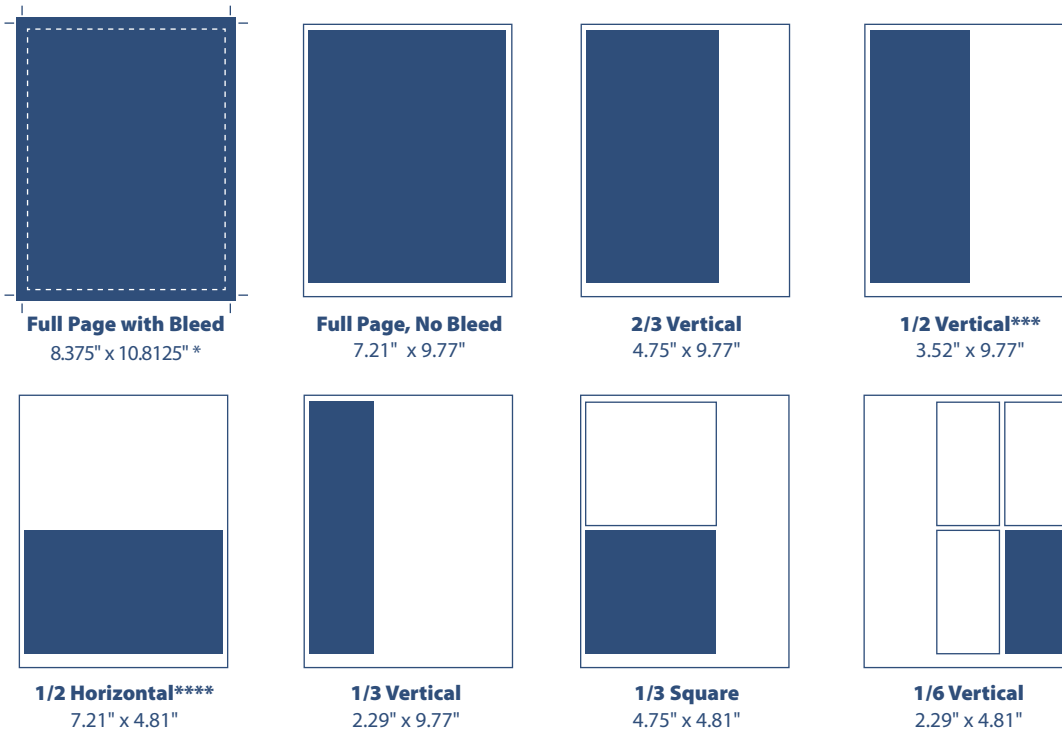


2008 GENERAL RATES †

Rates are net, per edition and include process color. Four-edition rates require a contract.

AD SIZE	DIMENSIONS	1 EDITION	4 EDITIONS	
Back Cover (with bleed)	see below *	\$2,800	\$2,100	Orders cannot be canceled after reservation deadline. Non-fulfillment of contract terms will result in retroactive billing at the open rate. All advertisements are subject to acceptance by the publisher. All other terms stated on the advertising contract apply. †All rates are commissionable to recognized advertising agencies at 15%.
Inside Covers (with bleed)	see below *	\$2,500	\$1,900	
Premium Full Page**	see below *	\$2,300	\$1,700	
Full Pages (no bleed)	7.21" x 9.77"	\$2,100	\$1,600	
2/3 Vertical	4.75" x 9.77"	\$1,900	\$1,400	
1/2 Vertical ***	3.52" x 9.77"	\$1,600	\$1,200	
1/2 Horizontal ****	7.21" x 4.81"	\$1,600	\$1,200	
1/3 Vertical	2.29" x 9.77"	\$1,200	\$1,000	
1/3 Square	4.75" x 4.81"	\$1,000	\$800	
1/6 Vertical	2.29" x 4.81"	\$600	\$500	



*8.375" x 10.8125" + add .125" bleed past final trim. Image area: 7.875" x 10.3125" (for elements not meant to trim)
****Pages 1-13. ***1/2 Vertical limited to one unit. ****1/2 Horizontal limited in quantity.**
 Note: Discounts are also available for advertisers utilizing multiple magazine products.
 Please ask your sales representative for more information.

CALENDAR

- SPRING:** Publishes: March 29 ■ Ad Reservation: February 11
- SUMMER:** Publishes: June 28 ■ Ad Reservation: May 12
- FALL:** Publishes: September 20 ■ Ad Reservation: August 4
- WINTER:** Publishes: December 6 ■ Ad Reservation: October 20