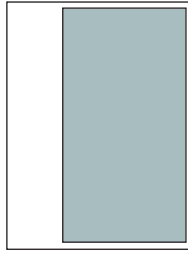


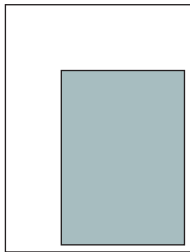
Full Page

Size: 7" x 10" (live area)
 Bleed Size: 8 3/8" x 11 1/8"
 Trim Size: 8 1/8" x 10 7/8"



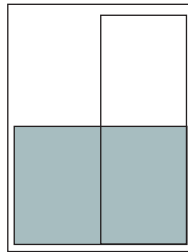
2/3 Page

Size: 4 5/8" x 10"
 Bleed Size: 5 3/8" x 11 1/8"



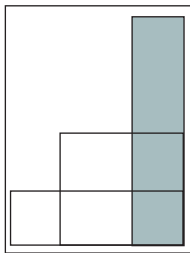
1/2 Page Island

Size: 4 5/8" x 7 1/2"
 Bleed Size: 5 3/8" x 8 1/8"



1/2 Page

Size: 7"(w) x 4 7/8"(h)
 Horizontal Bleed:
 8 3/8" x 5 5/8"
 Vertical: 3 3/8"(w) x 10"(h)



1/3 Page

Horizontal: 7"(w) x 3 1/4"(h)
 Vertical: 2 1/4"(w) x 10"(h)
 Square: 4 5/8" x 4 7/8"(h)

2009 Journal of Architectural Coatings Rate Card

Full Page	1x	3x	6x	9x	12x
Four Color	\$4,796	\$4,358	\$3,996	\$3,737	\$3,560
Two Color	\$3,951	\$3,544	\$3,198	\$2,954	\$2,785
Black and White	\$3,543	\$3,150	\$2,812	\$2,576	\$2,410
2/3 Page	1x	3x	6x	9x	12x
Four Color	\$4,197	\$3,833	\$3,615	\$3,384	\$3,250
Two Color	\$3,352	\$3,019	\$2,817	\$2,601	\$2,475
Black and White	\$2,943	\$2,625	\$2,431	\$2,222	\$2,100
1/2 Island	1x	3x	6x	9x	12x
Four Color	\$3,870	\$3,518	\$3,245	\$3,060	\$2,930
Two Color	\$3,025	\$2,704	\$2,446	\$2,278	\$2,155
Black and White	\$2,616	\$2,310	\$2,060	\$1,899	\$1,780
1/2 Horizontal/Vertical	1x	3x	6x	9x	12x
Four Color	\$3,259	\$3,045	\$2,905	\$2,747	\$2,650
Two Color	\$2,305	\$2,231	\$2,106	\$1,964	\$1,875
Black and White	\$2,006	\$1,838	\$1,720	\$1,586	\$1,500
1/3 H,V,SQ	1x	3x	6x	9x	12x
Four Color	\$2,780	\$2,625	\$2,524	\$2,404	\$2,320
Two Color	\$1,935	\$1,811	\$1,725	\$1,621	\$1,545
Black and White	\$1,526	\$1,418	\$1,339	\$1,242	\$1,170
Covers	1x	3x	6x	9x	12x
Inside Front Cover	\$6,311	\$5,828	\$5,408	\$5,080	\$4,890
Inside Back Cover	\$6,311	\$5,828	\$5,408	\$5,080	\$4,890
Outside Back Cover	\$6,813	\$6,300	\$5,665	\$5,353	\$5,150

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