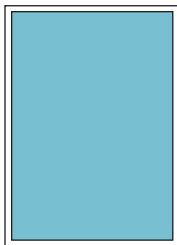


JPCL 2009 Display Advertising Rates

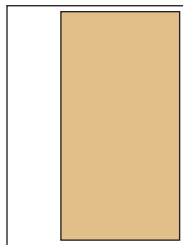
Full Page	1x	6x	9x-12x	18x	24x
Four Color	\$4,109	\$3,505	\$2,943	\$2,770	\$2,650
Two Color	\$3,281	\$2,714	\$2,168	\$2,010	\$1,890
Black and White	\$2,910	\$2,361	\$1,821	\$1,670	\$1,550
2/3 Page	1x	6x	9x-12x	18x	24x
Four Color	\$3,717	\$3,193	\$2,642	\$2,475	\$2,360
Two Color	\$2,889	\$2,402	\$1,867	\$1,715	\$1,600
Black and white	\$2,518	\$2,049	\$1,520	\$1,375	\$1,260
1/2 Island	1x	6x	9x-12x	18x	24x
Four Color	\$3,303	\$2,881	\$2,468	\$2,310	\$2,200
Two Color	\$2,474	\$2,090	\$1,693	\$1,550	\$1,440
Black and White	\$2,104	\$1,737	\$1,346	\$1,210	\$1,100
1/2 Horizontal/Vertical	1x	6x	9x-12x	18x	24x
Four Color	\$2,905	\$2,600	\$2,244	\$2,110	\$2,010
Two Color	\$2,076	\$1,810	\$1,469	\$1,350	\$1,250
Black and White	\$1,706	\$1,456	\$1,122	\$1,010	\$ 910
1/3 H, V, SQ	1x	6x	9x-12x	18x	24x
Four Color	\$2,616	\$2,309	\$2,071	\$1,925	\$1,840
Two Color	\$1,788	\$1,518	\$1,295	\$1,165	\$1,080
Black and White	\$1,417	\$1,165	\$ 949	\$ 825	\$ 740
Covers (4-Color Only)	1x	6x	9x-12x	18x	24x
Inside Front Cover	\$5,292	\$4,638	\$4,014	\$3,800	\$3,500
Inside Back Cover	\$4,687	\$4,072	\$3,478	\$3,285	\$3,000
Outside Back Cover	\$5,695	\$4,800	\$4,121	\$3,900	\$3,550

PMS and special colors: \$200 surcharge in addition to the two-color rate

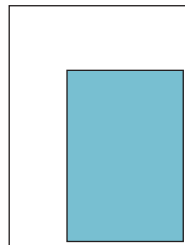
Special Position: Guaranteed position requires the purchase of a full page and is available at the applicable space rate plus a 20% premium.



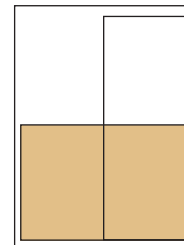
Full Page
Size: 7" x 10" (live area)
Bleed Size: 8 3/8" x 11 1/8"
Trim Size: 8 1/8" x 10 7/8"



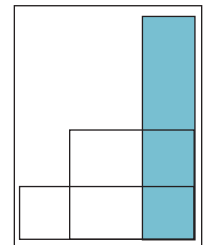
2/3 Page
Size: 4 5/8" x 10"
Bleed Size: 5 3/8" x 11 1/8"



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 3/8"
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)