

## 2009 PWC RATE CARD

Full Page	1x	3x	6x	9x	12x
Four Color	\$5,259	\$4,856	\$4,352	\$4,015	\$3,740
Two Color	\$4,387	\$4,016	\$3,528	\$3,207	\$2,940
Black and White	\$3,951	\$3,596	\$3,116	\$2,803	\$2,540
2/3 Page	1x	3x	6x	9x	12x
Four Color	\$4,660	\$4,253	\$3,914	\$3,611	\$3,370
Two Color	\$3,788	\$3,413	\$3,090	\$2,803	\$2,570
Black and White	\$3,352	\$2,993	\$2,678	\$2,399	\$2,170
1/2 Island	1x	3x	6x	9x	12x
Four Color	\$3,897	\$3,544	\$3,270	\$3,005	\$2,825
Two Color	\$3,025	\$2,704	\$2,446	\$2,197	\$2,025
Black and White	\$2,589	\$2,284	\$2,034	\$1,793	\$1,625
1/2 Horizontal/Vertical	1x	3x	6x	9x	12x
Four Color	\$3,461	\$3,150	\$2,961	\$2,752	\$2,595
Two Color	\$2,589	\$2,310	\$2,137	\$1,944	\$1,795
Black and White	\$2,153	\$1,890	\$1,725	\$1,540	\$1,395
1/3 H,V,SQ	1x	3x	6x	9x	12x
Four Color	\$2,889	\$2,625	\$2,472	\$2,323	\$2,200
Two Color	\$2,017	\$1,785	\$1,648	\$1,515	\$1,400
Black and White	\$1,581	\$1,365	\$1,236	\$1,111	\$1,000
1/4 Page	1x	3x	6x	9x	12x
Four Color	\$2,480	\$2,310	\$2,163	\$2,020	\$1,930
Two Color	\$1,608	\$1,470	\$1,339	\$1,212	\$1,130
Black and White	\$1,172	\$1,050	\$927	\$808	\$730
Spreads	1x	3x	6x	9x	12x
Four Color/Four Color	\$8,856	\$7,691	\$6,824	\$6,464	\$6,020
Covers (4-Color Only)	1x	3x	6x	9x	12x
Inside Front Cover	\$5,995	\$5,486	\$5,047	\$4,722	\$4,280
Inside Back Cover	\$5,777	\$5,276	\$4,841	\$4,520	\$4,080
Outside Back Cover	\$6,322	\$5,670	\$5,202	\$4,873	\$4,415

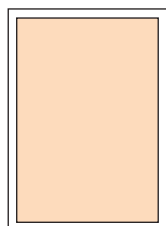
### Terms and Conditions

All advertising contract position clauses are treated as requests. Changes in editorial requirements may take precedence over fixed positioning. All copy is subject to approval of the Publisher. The Publisher reserves the right to reject or to cancel any advertisement at any time.

All changes to schedules or insertion orders must be submitted in writing prior to the issue closing date. Neither the advertiser nor its agency may cancel or make changes in insertion orders after the closing date.

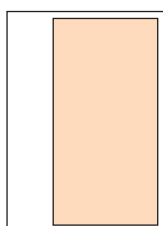
The advertiser and the agency agree to indemnify and hold harmless the Publisher, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement.

The Publisher will not be bound by any condition on contracts, orders, or copy instructions that conflict with the provisions of its rate card or its policies. All orders are accepted subject to acts of God, strike, fire, accident, or any other occurrences of any nature beyond the Publisher's control which prevent or delay publication or distribution of issues.



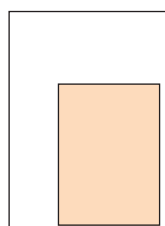
**Full Page**

Size: 7" x 10" (live area)  
Bleed Size: 8.375" x 11.062"  
Trim Size: 8.125" x 10.812"



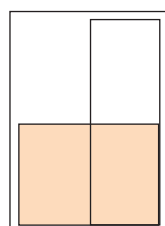
**2/3 Page**

Size: 4.584" x 9.5"



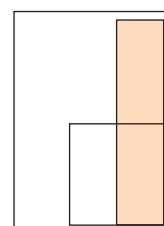
**1/2 Page Island**

Size: 4.584" x 7.25"



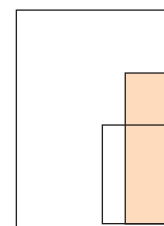
**1/2 Page**

Size: 7"(w) x 4.625"(h)  
Vertical: 3.375"(w) x 9.5"(h)



**1/3 Page**

Vertical: 2.167"(w) x 9.5"(h)  
Square: 4.584" x 4.625"(h)



**1/4 Page**

Vertical: 2.167"(w) x 7.25"(h)  
Square: 3.375" x 4.625"(h)