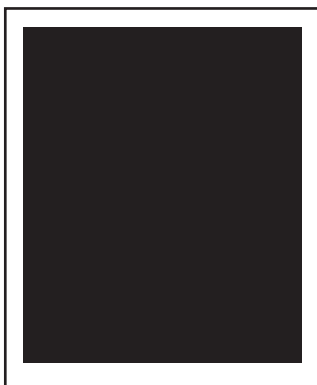


Retail Mechanicals and Rates



Full Page

9.75" x 11.75"

\$2715	open rate
\$2245	(6x)*
\$1900	(13x)*
\$1765	(26x)*
\$1555	(52x)*



Junior Page

7.13" x 11.75"

\$2170	open rate
\$1795	(6x)
\$1520	(13x)
\$1410	(26x)
\$1245	(52x)



1/2 Page Vertical

4.75" x 11.75"

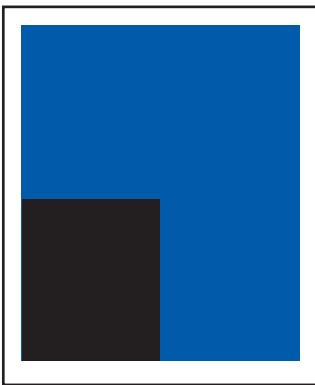
\$1360	open rate
\$1120	(6x)
\$950	(13x)
\$880	(26x)
\$775	(52x)



1/2 Page Horizontal

9.75" x 5.78"

\$1360	open rate
\$1120	(6x)
\$950	(13x)
\$880	(26x)
\$775	(52x)



1/4 Page Vertical

4.75" x 5.78"

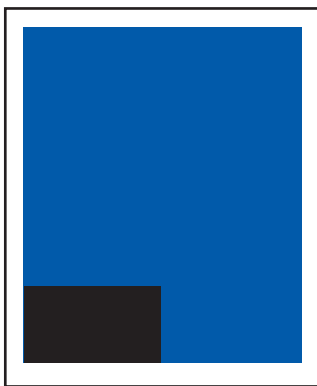
\$710	open rate
\$590	(6x)
\$500	(13x)
\$460	(26x)
\$410	(52x)



1/4 Page Horizontal

9.75" x 2.80"

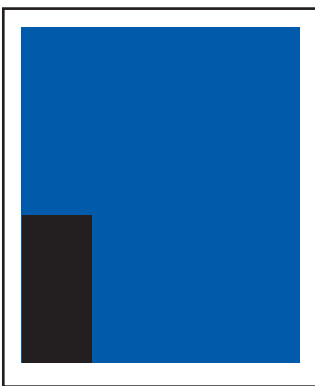
\$710	open rate
\$590	(6x)
\$500	(13x)
\$460	(26x)
\$410	(52x)



1/8 Page Horizontal

4.75" x 2.80"

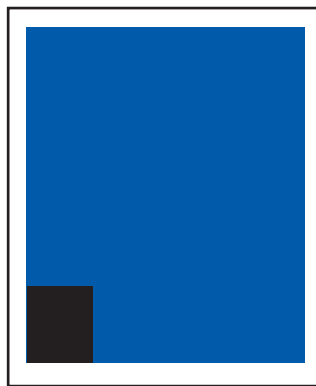
\$355	open rate
\$295	(6x)
\$250	(13x)
\$230	(26x)
\$205	(52x)



1/8 Page Vertical

2.25" x 5.78"

\$355	open rate
\$295	(6x)
\$250	(13x)
\$230	(26x)
\$205	(52x)



1/16 Page

2.25" x 2.80"

\$180	open rate
\$150	(6x)
\$125	(13x)
\$120	(26x)
\$100	(52x)

*contracted frequency price per ad

all rates net
tabloid, printed on 30# newsprint