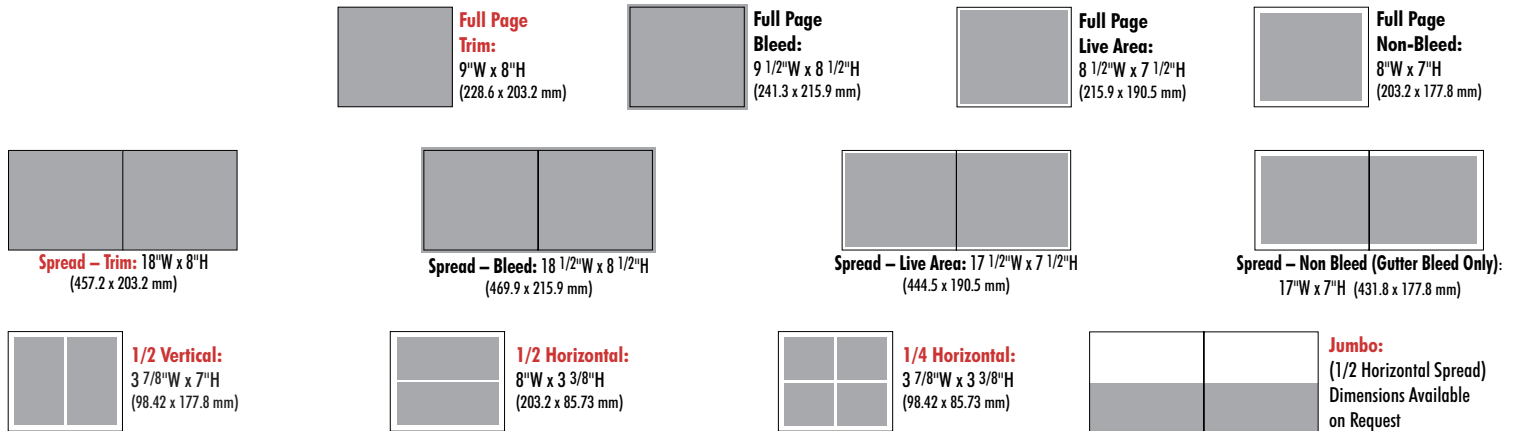


RATES

		1X	2X	4X
			(per ad)	(per ad)
Full Page	4-Color	\$5,500	\$5,150	\$4,850
Full Page	B&W	4,400	4,075	3,875
1/2 Page	4-Color	3,500	3,250	3,050
1/2 Page	B&W	2,200	2,100	1,950
1/4 Page	B&W only	1,175	1,125	1,025
Cover 2*, Pages 3*, 5, 7 & 8	4-Color	6,650	6,250	5,800
Cover 3*, Pages 4 & 6	4-Color	6,050	5,700	5,350
Cover 4	4-Color	7,700	7,300	6,700
Spread	4-Color	9,950	9,450	8,650
Spread	B&W	7,700	7,300	6,700
Jumbo (1/2 Horizontal Spread)	4-Color/B&W	Use Full Page Pricing		

- No charge for bleed.
- PMS 5th & 6th colors are available upon request; and prices are custom quoted.

- Front Cover 1 is also page 1 of book.
- Rates, dimensions, and specifications for gatefolds, inserts, and other specialty orders are available upon request.



*Covers 2 & 3, and page 3 should have live area reduced an extra 5/16"(7.94 mm) on gutter side of ad to compensate for encroachment of binding.

ISSUE AND CLOSING DATES

ISSUE NUMBER AND MONTH	SPACE RESERVATIONS DUE	AD MATERIALS DUE	ISSUE NUMBER AND MONTH	SPACE RESERVATIONS DUE	AD MATERIALS DUE
#124 January '11	October 11	October 22	#128 January '12	October 17	October 28
#125 April '11	January 17	January 28	#129 April '12	January 16	January 27
#126 July '11	April 18	April 29	#130 July '12	April 16	April 27
#127 October '11	July 18	July 29	#131 October '12	July 16	July 27