

# CLOSER 2017 RATES

## FOUR COLOR RATES

SIZE	1X RATE	6X RATE	12X RATE	18X RATE
Cover 2	\$13,240	\$12,445	\$11,650	\$11,255
C 2 Spread	\$24,270	\$22,810	\$21,360	\$20,630
Cover 3	\$12,135	\$11,405	\$10,680	\$10,315
Cover 4	\$14,340	\$13,480	\$12,620	\$12,195
Page	\$11,030	\$10,370	\$9,705	\$9,380
2/3 Page	\$9,380	\$8,815	\$8,250	\$7,975
1/2 Page	\$7,170	\$6,740	\$6,310	\$6,100
1/3 Page	\$4,965	\$4,665	\$4,370	\$4,225

## BLACK + WHITE RATES

SIZE	1X RATE	6X RATE	12X RATE	18X RATE
Page	\$9,030	\$8,485	\$7,945	\$7,675
2/3 Page	\$7,670	\$7,205	\$6,750	\$6,515
1/2 Page	\$5,870	\$5,515	\$5,160	\$4,990
1/3 Page	\$4,065	\$3,820	\$3,570	\$3,450

Rates are gross, non-bleed. Add 15% for bleed ads. Standard 15% Agency commission applies. All regional and special unit pricing available upon request.

## SUPPLIED INSERT SPACE RATES

PAGES	GROSS SPACE RATE
2	\$11,970 + net production cost
4	\$21,655 + net production cost
8	\$40,490 + net production cost
12	\$60,730 + net production cost
16	\$80,770 + net production cost
24	\$121,155 + net production cost
Standard BRC	\$7,495 + net production cost
Scent-strip (flap size)	
up to & including 1-5/8"	\$13,085 + net production cost
wider than 1-5/8" & incl 2-1/2"	\$14,535 + net production cost
wider than 2-1/2"	\$16,880 + net production cost

Standard 15% Agency commission applies. All regional and special unit pricing available upon request. PUBLISHED BY: BAUER PUBLISHING Company L.P., 270 Sylvan Ave., Englewood Cliffs, NJ 07632 | 201.569.6699 & BAUER MEDIA GROUP, INC., 58 W. 40th St., 5th Floor, New York, NY 10018 | 212.764.3344 Circulation: Rates based on an annual (12 month) contract year average. Single copy price: \$2.99. Agency Commission: 15% to recognized agencies. Rate Increases: Announcement of any change in rates will be made in advance of closing date for the issue affected. Orders for issues thereafter at rates then prevailing. Cancellation Dates: Orders for all inside advertising units are non-cancellable the day of published issue close. All inserts printed by BAUER, and any regional inserts printed are non-cancellable 10 weeks prior to published issue close. If supplied by the advertiser, they are non-cancellable the day of published issue close. Terms of Sale: 30 days from the date of invoice. Interest will be charged at a rate of 1.5% per month on past-due balances. Frequency Discounts: Frequency discounts earned within 12-month period. Advertisers that do not meet earned frequency during contract year, will be short-rated back to earned frequency level. Regional Inserts and Supplied Inserts: Regional inserts, supplied inserts and pre-printed inserts will be delivered to their proper areas subject to an allowable variation of 5% to 10%, due to mechanical tolerances and local distribution patterns. \*Prices subject to change at Publisher's discretion.



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