

IN TOUCH 2017 RATES

FOUR COLOR RATES

SIZE	1X RATE	6X RATE	12X RATE	18X RATE
Cover 2	\$48,000	\$45,110	\$42,230	\$40,790
C 2 Spread	\$87,980	\$82,705	\$77,420	\$74,785
Cover 3	\$43,990	\$41,360	\$38,715	\$37,390
Cover 4	\$51,985	\$48,875	\$45,755	\$44,190
Page	\$39,990	\$37,595	\$35,200	\$31,960
2/3 Page	\$33,995	\$31,960	\$29,920	\$27,165
1/2 Page	\$25,990	\$24,455	\$22,885	\$20,780
1/3 Page	\$18,000	\$16,920	\$15,840	\$14,390

BLACK + WHITE RATES

SIZE	1X RATE	6X RATE	12X RATE	18X RATE
Page	\$32,725	\$30,760	\$28,800	\$26,145
2/3 Page	\$20,125	\$26,145	\$24,480	\$22,225
1/2 Page	\$21,265	\$19,995	\$18,725	\$16,995
1/3 Page	\$14,725	\$13,840	\$12,960	\$11,765

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	\$43,610 + net production cost
4	\$78,505 + net production cost
8	\$147,595 + net production cost
12	\$229,090 + net production cost
16	\$294,670 + net production cost
24	\$441,670 + net production cost
Standard BRC	\$27,305 + net production cost
Scent-strip (flap size)	
up to & including 1-5/8"	\$47,690 + net production cost
wider than 1-5/8" & incl 2-1/2"	\$52,980 + net production cost
wider than 2-1/2"	\$61,550 + net production cost

EFFECTIVE: JULY 2017

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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