



SOAPS
IN DEPTH

RATECARD EFFECTIVE JANUARY 2017

SINGLE RATE
abc or cbs
rate base: 100,000
(200K combined)

	4 COLOR	B/W
Page	\$10,250	\$8,405
1/2 Page	\$6,920	\$6,150
3rd Cover	\$11,020	
4th Cover	\$14,865	

Rates are gross, non-bleed. Add 15% for bleed ads.
Standard 15% Agency commission applies.
All 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: \$3.99.

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: Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine. Cancellation of orders booked in advance of space close will not be accepted after the date, thirty (30) days prior to the issue closing date. All inserts printed by BAUER, and any regional inserts printed are non-cancellable ten (10) weeks prior to published issue close. If the insert is supplied by the advertiser, they are not cancellable 30 days prior to published issue space close date.

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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