

# ADVERTISING RATES\*

	ANNUAL	6x	3x**	1x
<b>BLACK AND WHITE</b>				
Full Page	\$3,140	\$3,695	\$4,160	\$4,620
2/3 Page	\$2,420	\$2,850	\$3,200	\$3,560
1/2 Page (vertical)	\$2,200	\$2,585	\$2,910	\$3,230
1/2 Page (horizontal)	\$2,040	\$2,400	\$2,700	\$3,000
1/3 Page	\$1,540	\$1,810	\$2,035	\$2,260
1/6 Page	\$880	\$1,035	\$1,165	\$1,290
<b>BLACK AND ONE COLOR</b> (Must be process color - CMYK, no Pantone colors) Add \$100 to B/W rate				
<b>FOUR-COLOR PROCESS</b>				
Full Page	\$3,590	\$4,595	\$5,060	\$5,520
2/3 Page	\$3,320	\$3,750	\$4,100	\$4,460
1/2 Page (vertical)	\$3,100	\$3,485	\$3,810	\$4,130
1/2 Page (horizontal)	\$2,940	\$3,300	\$3,600	\$3,900
1/3 Page	\$1,990	\$2,710	\$2,935	\$3,160
1/6 Page	\$1,480	\$1,935	\$2,065	\$2,190
<b>COVERS</b> (four-color only CMYK)				
Inside front cover	\$4,670	\$5,970	\$6,580	\$7,180
Inside back cover	\$4,490	\$5,750	\$6,330	\$6,900
Back cover	\$5,390	\$6,900	\$7,600	\$8,280
<b>FOR RESTAURANTS ONLY</b>				
1/12 Page	\$535	\$630	\$705	\$785
1/24 Page***	\$330	\$390	\$435	\$485

All ad rates are per insertion.

\*Effective August 2023 issue.

\*\*The 3-time frequency discount is given to advertisers who run ads in three consecutive issues.

\*\*\*Spot color not available for 1/24 size.

Rate Card 17L

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