

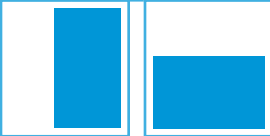









			CPM	Rate Base (in millions) 22.6			
	<b>Full Page</b> 8.375" W. x 9" D.	4 Color	\$30.65	\$692,690			
		2 Color	28.55	645,230			
		B/W	25.85	584,210			
	<b>M</b> (Magazine Size) 6.25" W. x 9" D. (Vertical)/	4 Color	\$23.00	\$519,800			
		2 Color	21.10	476,860			
		B/W	19.35	437,310			
	<b>Three-Fifths Page</b> 5" W. x 9" D. (Vertical) 8.375" W. x 5.4375" D. (Horizontal)	4 Color	\$22.15	\$500,590			
		2 Color	20.45	462,170			
		B/W	18.70	422,620			
	<b>Half Page</b> 4.125" W. x 9" D. (Vertical) 8.375" W. x 4.4375" D. (Horizontal)	4 Color	\$17.75	\$401,150			
		2 Color	16.65	376,290			
		B/W	14.95	337,870			
	<b>Two-Fifths Page</b> 3.25" W. x 9" D. (Vertical) 8.375" W. x 3.4375" D. (Horizontal)	4 Color	\$15.40	\$348,040			
		2 Color	14.35	324,310			
		B/W	13.10	296,060			
	<b>Digest</b> 5" W. x 6.4375" D.	4 Color	\$15.40	\$348,040			
		2 Color	14.35	324,310			
		B/W	13.10	296,060			
	<b>Quarter Page</b> (Always appears two per page) 4.125" W. x 4.4375" D.	4 Color	\$10.75	\$242,950			
		2 Color	9.65	218,090			
		B/W	8.95	202,270			
<b>Premium Positions</b>		<b>Back Cover</b> 8.375" W. x 9" D.	4 Color	\$34.85	\$787,610		
				<b>Page 3</b> (Opposite Who's News page) 8.375" W. x 9" D.	4 Color	\$31.80	\$718,680
					2 Color	29.55	667,830
	B/W	26.85			606,810		
		<b>Billboard (Strip)</b> 8.375" W. x 1.625" D.	4 Color	\$11.60	\$262,160		
			2 Color	10.55	238,430		
			B/W	9.70	219,220		



A GANNETT COMPANY

Rate Card Number 28  
Effective January 1, 2012

Note: Rates for special-sized units, including pop-ups, order cards, product shots and market-by-market buys, are available upon request. A or B of A/B split, add 10% premium to rate.