









			CPM	Rate Base (in millions) 11.3
	Full Page 8 3/8" W. x 9 1/4" D.	4 Color	\$31.70	\$358,210
		2 Color	29.40	332,220
		B/W	26.75	302,275
	M (Magazine Size) 6 1/4" W. x 9 1/4" D. (Vertical)	4 Color	\$23.70	\$267,810
		2 Color	21.95	248,035
		B/W	20.15	227,695
	Three-Fifths Page 5" W. x 9 1/4" D. (Vertical) 8 3/8" W. x 5 9/16" D. (Horizontal)	4 Color	\$22.95	\$259,335
		2 Color	21.10	238,430
		B/W	19.40	219,220
	Half Page 4 1/8" W. x 9 1/4" D. (Vertical) 8 3/8" W. x 4 9/16" D. (Horizontal)	4 Color	\$18.30	\$206,790
		2 Color	17.40	196,620
		B/W	15.45	174,585
	Two-Fifths Page 3 1/4" W. x 9 1/4" D. (Vertical) 8 3/8" W. x 3 9/16" D. (Horizontal)	4 Color	\$15.85	\$179,105
		2 Color	14.85	167,805
		B/W	13.60	153,680
	Digest 5" W. x 6 5/8" D.	4 Color	\$15.85	\$179,105
		2 Color	14.85	167,805
		B/W	13.60	153,680
	Quarter Page (Always appears two per page) 4 1/8" W. x 4 9/16" D.	4 Color	\$10.95	\$123,735
		2 Color	9.95	112,435
		B/W	9.30	105,090
Premium Position		Billboard (Strip)		
		8 3/8" W. x 1 11/16" D.	4 Color	\$11.90
		B/W	9.75	110,175

A-Run Circulation: Every other copy of national run.