

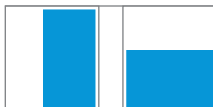









			CPM	Rate Base (in millions) 22.6	
	Full Page 8 3/8" W. x 9 1/4" D.	4 Color	\$28.85	\$652,010	
		2 Color	26.90	607,940	
		B/W	24.35	550,310	
	M (Magazine Size) 6 1/4" W. x 9 1/4" D. (Vertical)	4 Color	\$21.65	\$489,290	
		2 Color	19.90	449,740	
		B/W	18.25	412,450	
	Three-Fifths Page 5" W. x 9 1/4" D. (Vertical) 8 3/8" W. x 5 9/16" D. (Horizontal)	4 Color	\$20.85	\$471,210	
		2 Color	19.25	435,050	
		B/W	17.65	398,890	
	Half Page 4 1/8" W. x 9 1/4" D. (Vertical) 8 3/8" W. x 4 9/16" D. (Horizontal)	4 Color	\$16.70	\$377,420	
		2 Color	15.70	354,820	
		B/W	14.05	317,530	
	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	\$14.50	\$327,700	
		2 Color	13.50	305,100	
		B/W	12.35	279,110	
	Digest 5" W. x 6 5/8" D.	4 Color	\$14.50	\$327,700	
		2 Color	13.50	305,100	
		B/W	12.35	279,110	
	Quarter Page (Always appears two per page) 4 1/8" W. x 4 9/16" D.	4 Color	\$10.15	\$229,390	
		2 Color	9.05	204,530	
		B/W	8.45	190,970	
Premium Positions		Back Cover 8 3/8" W. x 9 1/4" D.	4 Color	\$32.85	\$742,410
		Page 3 (Opposite <i>Who's News</i> page) 8 3/8" W. x 9 1/4" D.	4 Color	\$30.00	\$678,000
			2 Color	27.85	629,410
			B/W	25.30	571,780
		Billboard (Strip) 8 3/8" W. x 1 11/16" D.	4 Color	\$10.95	\$247,470
			2 Color	9.95	224,870
			B/W	9.10	205,660

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