



# 2020 Advertising Rate Card

---

## 4-color open rates

4-color	Open rate
Spread	\$81,503
Full page	\$40,799
1/2 page	\$25,510
1/3 page	\$19,118

## Black & white

Black and white rates are 10% off four-color rates

## Premiums

- Covers 2 and 4: 10% premium
- Checkerboard and half-page spreads: 15% premium

## Inserts/Gatefolds/Polybagging

Please contact sales representative for current rates.

## Postage and production for gimmicks

Additional postage and production for each of the options above is determined by several factors and can only be estimated with a precise sample or with exact specifications.

Should an insert change the rate from “periodical” to “third class,” additional charges will be incurred. Please note that almost all polybag onserts are considered third-class mail.