

2008 RATES

Updated 10/24/07

Global Edition

Rate Base: 900,000

	B/W	Black/1-Color	4-Color
Page	\$73,500	\$95,800	\$108,400
2/3 page	\$55,100	\$71,900	\$81,300
1/2 page	\$45,900	\$59,900	\$67,800
1/3 page	\$29,400	\$38,300	\$43,300
2nd cover spread			\$249,320
3rd cover			\$113,820
4th cover			\$140,920
Center spread			\$249,320
Pages 2 & 3			\$238,480
Pages 4 & 5			\$238,480
Opposite TOC			\$119,240
* ROB premium position			\$119,240

Add 15% for bleed.

U.S. Geographic Editions

U.S. Regionals

	B/W	Black/1-Color	4-Color	Rate Base
Northeast	\$22,000	\$28,600	\$32,300	140,000
Mid-Atlantic	\$16,800	\$22,300	\$25,000	120,000
Midwest	\$18,500	\$24,000	\$27,200	115,000
Southeast	\$17,600	\$24,200	\$26,500	130,000
West	\$16,000	\$21,100	\$24,000	105,000
Southwest	\$10,500	\$14,100	\$15,700	70,000

U.S. States

	B/W	Black/1-Color	4-Color	Rate Base
California	\$17,900	\$23,500	\$26,600	125,000

U.S. Metros

	B/W	Black/1-Color	4-Color	Rate Base
New York	\$17,400	\$22,800	\$25,800	105,000
So. California	\$12,900	\$16,600	\$18,400	68,000
No. California	\$9,900	\$13,000	\$14,300	57,000
Chicago	\$7,000	\$9,200	\$9,700	35,000
Wash./Baltimore	\$6,500	\$8,700	\$9,700	35,000

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SmallBiz

Circulation: 675,000

	B/W	Black/1-Color	4-Color
Page	\$50,200	\$65,600	\$74,300
2/3 page	\$37,600	\$49,100	\$55,700
1/2 page	\$31,400	\$40,900	\$46,400
1/3 page	\$20,000	\$26,200	\$29,700
2nd cover spread (20% Premium)			\$178,320
3rd cover (10% Premium)			\$81,730
4th cover (30% Premium)			\$96,590
Pre-TOC spread (10% Premium)			\$163,460
Opposite TOC 1 (10% Premium)			\$81,730
Opposite TOC 2 (10% Premium)			\$81,730

Rates include bleed

BWChicago

Circulation: 60,000

	1X Rate	3X Rate	6X Rate	9X Rate	12X Rate
Discount	-	5%	10%	15%	25%
Page	\$17,700	\$16,800	\$15,900	\$15,000	\$13,200
2nd cover (20% Premium)	\$21,240	\$20,160	\$19,080	\$18,000	\$15,840
3rd cover (20% Premium)	\$21,240	\$20,160	\$19,080	\$18,000	\$15,840
4th cover (30% Premium)	\$23,010	\$21,840	\$20,670	\$19,500	\$17,160

* Fractional units available on a limited basis

Rates include bleed