

2010 rates & closing dates

Rate Base:

1,300,000

2010 RATES

	<u>4 COLOR</u>	<u>2 COLOR</u>	<u>B&W</u>
FULL PAGE	\$148,400	\$140,750	\$133,540
1/2 PAGE	\$89,060	\$81,620	\$80,120
1/3 PAGE	\$59,380	\$51,690	\$53,420
	<u>2ND COVER</u>	<u>3RD COVER</u>	<u>4TH COVER</u>
COVERS	\$185,600	\$163,300	\$207,900

2010 ADVERTISING CLOSE DATES

<u>ISSUE</u>	<u>AD CLOSE & MATERIALS DUE</u>	<u>ON SALE</u>
FEBRUARY	11/23/09	1/26/10
MARCH	12/22/09	2/23/10
APRIL	1/22/10	3/23/10
MAY	2/22/10	4/27/10
JUNE	3/22/10	5/25/10
JULY/AUGUST	4/22/10	6/22/10
SEPTEMBER	6/22/10	8/24/10
OCTOBER	7/22/10	9/28/10
NOVEMBER	8/23/10	10/26/10
DEC/JAN 2011	9/22/10	11/23/10