

REMINDER PUBLICATIONS ADVERTISING RATES

| Size (Columns Inches) | Column Inches | Zone A | Zone B | 1 Zone B Pub | 2 Zone B Pubs |
|-----------------------|---------------|----------|----------|--------------|---------------|
| 1x2 | 2 | 42.50 | 38.00 | 27.00 | 33.00 |
| 1x3 | 3 | 63.75 | 57.00 | 40.50 | 49.50 |
| 1x4; 2x2 | 4 | 85.00 | 76.00 | 54.00 | 66.00 |
| 1x6; 2x3 | 6 | 127.50 | 114.00 | 81.00 | 99.00 |
| 1x8; 2x4 | 8 | 170.00 | 152.00 | 108.00 | 132.00 |
| 1x10; 2x5 | 10 | 212.50 | 190.00 | 135.00 | 165.00 |
| 2x6; 3x4, 1/8 PG | 12 | 255.00 | 228.00 | 162.00 | 198.00 |
| 2x7 | 14 | 297.50 | 266.00 | 189.00 | 231.00 |
| 3x5 | 15 | 318.75 | 285.00 | 202.50 | 247.50 |
| 1x16; 2x8; 4x4 | 16 | 340.00 | 304.00 | 216.00 | 264.00 |
| 2x9; 3x6 | 18 | 382.50 | 342.00 | 243.00 | 297.00 |
| 2x10; 4x5, 1/4 PG | 20 | 425.00 | 380.00 | 270.00 | 330.00 |
| 3x7 | 21 | 446.25 | 399.00 | 283.50 | 346.50 |
| 3x8; 4x6 | 24 | 510.00 | 456.00 | 324.00 | 396.00 |
| 3x9 | 27 | 573.75 | 513.00 | 364.50 | 445.50 |
| 4x7 | 28 | 595.00 | 532.00 | 378.00 | 462.00 |
| 3x10; 5x6 | 30 | 637.50 | 570.00 | 405.00 | 495.00 |
| 2x16; 4x8 | 32 | 680.00 | 608.00 | 432.00 | 528.00 |
| 3x11 | 33 | 701.25 | 627.00 | 445.50 | 544.50 |
| 5x7 | 35 | 743.75 | 665.00 | 472.50 | 577.50 |
| 3x13 | 39 | 828.75 | 741.00 | 526.50 | 643.50 |
| 4x10; 5x8, 1/2 PG | 40 | 850.00 | 760.00 | 540.00 | 660.00 |
| 4x11 | 44 | 935.00 | 836.00 | 594.00 | 726.00 |
| 3x16 | 48 | 1,020.00 | 912.00 | 648.00 | 792.00 |
| 4x13 | 52 | 1,105.00 | 988.00 | 702.00 | 858.00 |
| 4x16 | 64 | 1,360.00 | 1,216.00 | 864.00 | 1,056.00 |
| 5x13 | 65 | 1,381.25 | 1,235.00 | 877.50 | 1,072.50 |
| 5x16, FULL PG | 80 | 1,700.00 | 1,520.00 | 1,080.00 | 1,320.00 |

PREMIUM POSITIONS **Includes color*

| | | | | | |
|------|---------------|----------|----------|-----|-----|
| 5x7 | Ft Cover* | 1,277.50 | N/A | N/A | N/A |
| 5x16 | Bk Cover* | 1,800.00 | 1,560.00 | N/A | N/A |
| 5x8 | In. Ft Cover* | 900.00 | 780.00 | N/A | N/A |
| 5x8 | In. Bk Cover* | 900.00 | 780.00 | N/A | N/A |
| 2x6 | Page Four | 276.00 | 240.00 | N/A | N/A |
| 2x5 | Page Four | 230.00 | 200.00 | N/A | N/A |
| 3x6 | Page Four | 414.00 | 360.00 | N/A | N/A |
| 5x6 | Page Four | 690.00 | 600.00 | N/A | N/A |
| 2x3 | Page Six | 138.00 | 120.00 | N/A | N/A |
| 2x6 | Page Six | 276.00 | 240.00 | N/A | N/A |
| 2x7 | Page Six | 322.00 | 280.00 | N/A | N/A |
| 3x7 | Page Six | 483.00 | 420.00 | N/A | N/A |

Rates Effective August 1, 2011