

ADVERTISING SIZES & NET RATES

FULL PAGE (7-3/4 by 10-1/4)

Frequency*	Full Color	Black & White
1 Advertisement	\$1,600	\$1,525
4 Issues Cost Per Ad –	\$1,400	\$1,325
8 Issues Cost Per Ad –	\$1,200	\$1,125
12 Issues Cost Per Ad –	\$900	\$825

1/2 PAGE (7-3/4 by 5)

Frequency*	Full Color	Black & White
1 Advertisement	\$900	\$825
4 Issues Cost Per Ad –	\$825	\$750
8 Issues Cost Per Ad –	\$750	\$675
12 Issues Cost Per Ad –	\$650	\$575

1/3 PAGE (2-1/2 by 10-1/4 or 5-1/8 by 5)

Frequency*	Full Color	Black & White
1 Advertisement	\$700	\$625
4 Issues Cost Per Ad –	\$625	\$550
8 Issues Cost Per Ad –	\$550	\$475
12 Issues Cost Per Ad –	\$450	\$375

1/6 PAGE (2-1/2 by 5)

Frequency*	Full Color	Black & White
1 Advertisement	\$400	\$325
4 Issues Cost Per Ad –	\$375	\$300
8 Issues Cost Per Ad –	\$350	\$275
12 Issues Cost Per Ad –	\$300	\$225

RESTAURANT GUIDE (7-3/4 by 2-1/4)

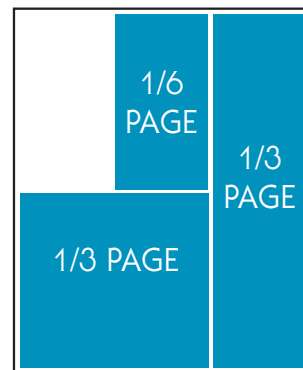
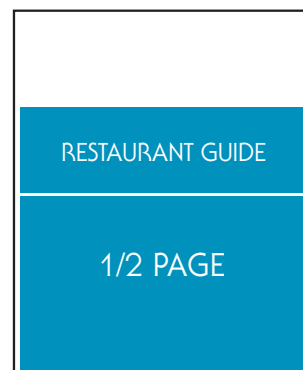
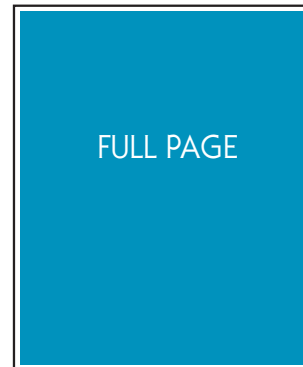
Frequency*	Full Color Only
1 Advertisement	\$300
4 Issues Cost Per Ad –	\$250
8 Issues Cost Per Ad –	\$200
12 Issues Cost Per Ad –	\$150

SPECIAL POSITIONS

(Full Color Only)

Back Cover –	\$2,200
Inside Front Cover –	\$1,900
Inside Back Cover –	\$1,500

*within a 12-month period



FORMAT

3 Columns Per Page • 1 Column: 2-1/2 inches wide

Page Image Area: 7-3/4 by 10-1/4 • Finished Area: 8-1/4 by 10-3/4 • Full Page Bleed: 8-3/4 by 11-1/4

