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RATES

Us is published weekly. Issues are dated on Monday and are on sale two Fridays preceding.

Terms & Conditions

Commission and Cash Discount

15% to recognized agencies. Net 30 days.

General Rate Policy

Advance notice given 5 weeks prior to 4 color closing date for any rate change, 12 weeks prior to issue date.

Closing Dates

Ad close is the Monday four weeks prior to the issue cover date.

Cancellation Policy

Orders received become non-cancellable on close date.

Inserts: Available

4 Color Rates

	1 x
1 page.....	\$190,300
2/3 page.....	\$152,240
1/2 page.....	\$114,180
1/3 page.....	\$76,120

Frequency discounts available.
All rates are gross.

Covers

	1 x
2nd cover.....	\$209,330
4th cover.....	\$247,390

Frequency discounts available.
All rates are gross.

Direct Response Rates

SHOPATHON	1 x	3 x	5 x	8 x
1/10 page.....	\$5,892	\$5,186	\$4,816	\$4,445

GIFTS	1 x
1/9 page.....	\$8,258

MARKETPLACE	1 x	4 x	8 x
1 page.....	\$49,328	\$42,297	\$35,243
1/2 page.....	\$23,937	\$21,138	\$17,623
Spread.....	\$98,654	\$84,594	\$70,487

All rates are net. Direct response advertising available to qualified direct marketers only.

Bleed: No charge

Rates are based on average issue delivery on an annualized basis, effective January 2010.

All contracts pertain to 12 months.

Frequency discounts must be earned before applied. Advertisers will be held responsible for short rates where applicable.

Cover positions and special units (gatefolds, inserts, scent strips) close 30 days prior to ad close. Cover positions and special units in Awards / Franchise Issues close 60 days prior to ad close.

SPECS

Ad Specs & Mechanical Requirements

Direct Response Ad Specs & Mechanical Requirements

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