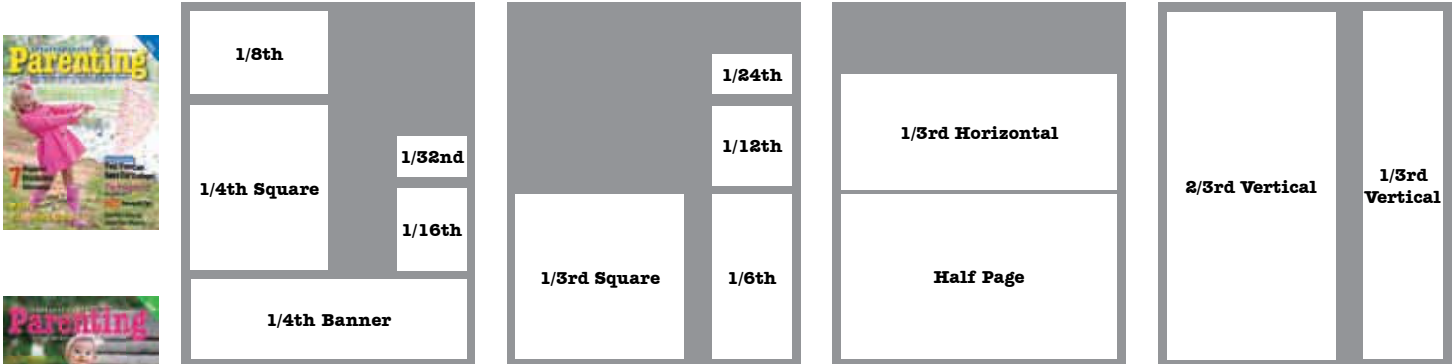


Print Rates & Sizes - Display Advertising



*** All Rates Include Full Color and Free Ad Design for Your First Ad ***

Monthly Text & Coupon Changes Will Be Billed at \$15.00 per Change and Complete Ad Changes Will Be Billed at \$40.00 / Hour.



| Ad Rates | 1x | 3x | 6x | 12x |
|-------------|-------|-------|-------|-------|
| 1/12th Page | \$99 | \$95 | \$90 | \$59 |
| 1/8th Page | \$189 | \$169 | \$149 | \$125 |
| 1/6th Page | \$229 | \$209 | \$189 | \$169 |
| 1/4th Page | \$319 | \$275 | \$249 | \$229 |
| 1/3rd Page | \$459 | \$375 | \$335 | \$299 |
| Half Page | \$599 | \$549 | \$479 | \$439 |
| Full Page | \$999 | \$779 | \$709 | \$599 |

Guaranteed Placement

For ads 1/4th page or greater, when available, add 15%

| Premium Positions (Check Availability) | | | | |
|---|-------|-------|-------|-------|
| | 1x | 3x | 6x | 12x |
| Page 5 | 1,135 | 1,050 | 960 | 870 |
| Page 3 | 1,380 | 1,275 | 1,170 | 1,060 |
| Inside Covers | 1,480 | 1,370 | 1,250 | 1,140 |
| Back Cover | 1,970 | 1,820 | 1,670 | 1,520 |

| Ad Sizes | | |
|-----------------------|-------|--------|
| Ad Size | Width | Height |
| 1/12th Page | 2.40 | 2.19 |
| 1/8th Page | 3.75 | 2.19 |
| 1/6th Page | 2.40 | 4.63 |
| 1/4th Page Banner | 7.75 | 2.19 |
| 1/4th Page Square | 3.75 | 4.63 |
| 1/3rd Page Square | 5.00 | 4.63 |
| 1/3rd Page Horizontal | 7.75 | 3.00 |
| 1/3rd Page Vertical | 2.40 | 9.50 |
| Half Page | 7.75 | 4.63 |
| Half Page Vertical | 3.75 | 9.50 |
| Full Page | 7.75 | 9.50 |
| Full Page Trim | 8.25 | 10.25 |
| Full Page Bleed | 8.75 | 10.75 |
| FPB Live Area | 7.75 | 9.75 |

Prices are effective January 1, 2012 and are subject to change without notice.

Where to Go... What to Do... Who to Call...
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