

# Print Advertising Rates

Rate Base: 900,000

## Four Color\*

### 1 PAGE

|               |           |
|---------------|-----------|
| Open          | \$163,413 |
| 4 Insertions  | \$143,810 |
| 8 Insertions  | \$138,937 |
| 12 Insertions | \$134,019 |

### 2ND COVER SPREAD

|               |           |
|---------------|-----------|
| Open          | \$366,041 |
| 4 Insertions  | \$322,117 |
| 8 Insertions  | \$311,114 |
| 12 Insertions | \$300,123 |

### 3RD COVER

|               |           |
|---------------|-----------|
| Open          | \$166,664 |
| 4 Insertions  | \$146,555 |
| 8 Insertions  | \$141,649 |
| 12 Insertions | \$136,688 |

### 4TH COVER

|               |           |
|---------------|-----------|
| Open          | \$215,693 |
| 4 Insertions  | \$189,806 |
| 8 Insertions  | \$183,334 |
| 12 Insertions | \$176,874 |



Charles Koch, CEO of Koch Industries, ranks #5 on Forbes 400 2015.

## Two Color\* (Black+ One Color)

### 1 PAGE

|               |           |
|---------------|-----------|
| Open          | \$138,937 |
| 4 Insertions  | \$122,267 |
| 8 Insertions  | \$118,066 |
| 12 Insertions | \$113,899 |

## Black & White\*

### 1 PAGE

|               |           |
|---------------|-----------|
| Open          | \$111,088 |
| 4 Insertions  | \$96,491  |
| 8 Insertions  | \$94,462  |
| 12 Insertions | \$91,121  |

\*For planning purposes—may change. Bleed: Add 15% to the unit rate. All rates are in U.S. dollars and listed in gross.