

2017

# Rate Card

RD

**RATE BASE**  
**3,000,000**

4-Color	Gross Rate
Full Page	\$70,444
Spread	\$140,868
1/2 Page	\$42,317
Black + 1 Color	Gross Rate
Full Page	\$63,055
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1/2 Page	\$37,844
Black & White	Gross Rate
Full Page	\$61,825
Spread	\$123,650
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Covers	Gross Rate
Cover 2	\$110,053
Cover 3	\$101,424
Cover 4	\$119,106

Regional and Demographic options are available upon request.

RD LARGE PRINT

**NATIONAL CIRCULATION**  
**300,000**

4-Color	Gross Rate
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1/2 Page	\$16,322
Black + 1 Color	Gross Rate
Full Page	\$21,130
Spread	\$42,260
1/2 Page	\$13,807
Black & White	Gross Rate
Full Page	\$18,502
Spread	\$37,005
1/2 Page	\$12,968
Covers	Gross Rate
Cover 2	\$36,021
Cover 3	\$33,106
Cover 4	\$42,220



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**Reader's**  
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