

2009 SIP Rate Card

Average Newsstand Sales:
120,000 Copies

4/C DISPLAY

	SIP
Full Page	\$13,750
2/3	\$9,900
1/2	\$7,565
1/3	\$5,135
1/4	\$3,920
1/6	\$2,660
1/8	\$2,030
1/12	\$1,375

COVERS

	SIP
Cover 2	\$15,810
Cover	\$15,810
Cover 4	\$17,190

2/C DISPLAY

	SIP
Full Page	\$3,655
2/3	\$2,630
1/2	\$2,010
1/3	\$1,365
1/4	\$1,040
1/6	\$705
1/8	\$540
1/12	\$365

B/W DISPLAY

	SIP
Full Page	\$3,220
2/3	\$2,320
1/2	\$1,770
1/3	\$1,200
1/4	\$920
1/6	\$625
1/8	\$475
1/12	\$325

Note: All rates are gross

