

2009 National Rate Card

2009 Rate Base: 650,000

Advertising Rates (Gross)

Four Color	1x	2x	4x	5x	10x
Full page	\$58,805	\$57,630	\$56,455	\$55,865	\$52,925
2/3 page	\$45,310	\$44,405	\$43,495	\$43,045	\$40,780
1/2 page	\$35,285	\$34,575	\$33,870	\$33,520	\$31,755
1/3 page	\$24,840	\$24,340	\$23,845	\$23,595	\$22,355

Two Color	1x	2x	4x	5x	10x
Full page	\$49,980	\$48,980	\$47,980	\$47,480	\$44,980
2/3 page	\$38,510	\$37,740	\$36,970	\$36,585	\$34,660
1/2 page	\$29,985	\$29,390	\$28,790	\$28,490	\$26,990
1/3 page	\$21,110	\$20,690	\$20,265	\$20,055	\$19,000

Black/White	1x	2x	4x	5x	10x
Full page	\$44,105	\$43,225	\$42,340	\$41,900	\$39,695
2/3 page	\$33,985	\$33,305	\$32,625	\$32,285	\$30,585
1/2 page	\$26,465	\$25,935	\$25,405	\$25,140	\$23,815
1/3 page	\$18,630	\$18,260	\$17,885	\$17,700	\$16,765

Covers

Cover 2	\$67,625
Cover 3	\$64,685
Cover 4	\$76,445

For more information, contact your
Disney Publishing representative.

Commission:

1. 15% commission is allowed to recognized advertising agencies placing accepted copy and assuming credit risk.
2. Advertising is billed to advertising agencies with credit by the on-sale date of the issue, due and payable 30 days later.

Rates subject to change.