



## 2008 National Rate Card

**2008 Rate Base:** 500,000

### Advertising Rates (Gross)

<b>Four Color</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>	<b>5x</b>	<b>10x</b>
Full page	\$43,080	\$42,219	\$41,357	\$40,926	\$38,772
2/3 page	\$33,193	\$32,529	\$31,866	\$31,534	\$29,874
1/2 page	\$25,848	\$25,331	\$24,814	\$24,556	\$23,263
1/3 page	\$18,197	\$17,833	\$17,469	\$17,287	\$16,377

<b>Two Color</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>	<b>5x</b>	<b>10x</b>
Full page	\$36,614	\$35,882	\$35,150	\$34,784	\$32,953
2/3 page	\$28,211	\$27,647	\$27,083	\$26,801	\$25,390
1/2 page	\$21,969	\$21,529	\$21,090	\$20,870	\$19,772
1/3 page	\$15,466	\$15,157	\$14,847	\$14,693	\$13,919

<b>Black/White</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>	<b>5x</b>	<b>10x</b>
Full page	\$32,312	\$31,666	\$31,019	\$30,696	\$29,081
2/3 page	\$24,896	\$24,398	\$23,900	\$23,652	\$22,407
1/2 page	\$19,390	\$19,002	\$18,614	\$18,421	\$17,451
1/3 page	\$13,649	\$13,376	\$13,103	\$12,966	\$12,284

### Covers

Cover 2	\$49,543
Cover 3	\$47,388
Cover 4	\$56,004

#### 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.

For more information please contact Dave Mevorah, Publisher, 212-633-4484, or your **Wondertime** sales representative.