

## PVT RETAIL DISPLAY RATE CARD

DESCRIPTION	COLUMN	INCHES	OPEN RATE	FREQ/10K	CB/20K	COLOR	30K W/ COLOR	40K W/ COLOR
1/64 Page	1.00	1.25	\$15.00	\$13.00	\$9.00	\$35.00	\$42.00	\$40.00
1/40 Page	1.00	2.00	\$23.00	\$20.00	\$14.00	\$35.00	\$47.00	\$44.00
1/32 Page	1.00	2.50	\$29.00	\$23.00	\$15.00	\$35.00	\$48.00	\$45.00
1/24 Page V	1.00	3.25	\$38.00	\$25.00	\$17.00	\$35.00	\$49.00	\$47.00
1/20 Page Standard	2.00	2.00	\$47.00	\$37.00	\$25.00	\$35.00	\$57.00	\$54.00
1/20 Page V	1.00	4.00	\$47.00	\$37.00	\$25.00	\$35.00	\$57.00	\$54.00
1/16 Page H	2.00	2.50	\$61.00	\$46.00	\$32.00	\$35.00	\$64.00	\$60.00
1/16 Page V	1.00	5.25	\$61.00	\$46.00	\$32.00	\$35.00	\$64.00	\$60.00
Banner 1.5	4.00	1.50	\$70.00	\$60.00	\$41.00	\$35.00	\$72.00	\$68.00
Junior 1/12 Page H	2.00	3.00	\$70.00	\$60.00	\$41.00	\$35.00	\$72.00	\$68.00
1/12 Page V	1.00	6.50	\$75.00	\$49.00	\$34.00	\$35.00	\$65.00	\$62.00
1/10 Page V	1.00	7.75	\$90.00	\$61.00	\$42.00	\$35.00	\$73.00	\$69.00
1/10 Page H	2.00	4.00	\$93.00	\$79.00	\$54.00	\$35.00	\$85.00	\$80.00
1/8 Page H	4.00	2.50	\$116.00	\$92.00	\$67.00	\$55.00	\$116.00	\$110.00
1/8 Page Standard	2.00	4.88	\$116.00	\$92.00	\$67.00	\$55.00	\$116.00	\$110.00
Jumbo 1/8 Page	2.00	5.75	\$132.00	\$112.00	\$77.00	\$55.00	\$125.00	\$119.00
Banner 3	4.00	3.00	\$138.00	\$117.00	\$80.00	\$55.00	\$128.00	\$122.00
Junior 1/6 H	4.00	3.25	\$149.00	\$128.00	\$87.00	\$55.00	\$136.00	\$128.00
Junior 1/6 V	1.00	13.00	\$149.00	\$128.00	\$87.00	\$55.00	\$136.00	\$128.00
1/6 Page	2.00	6.75	\$155.00	\$129.00	\$88.00	\$55.00	\$138.00	\$129.00
Jumbo 1/6 Page	2.00	7.75	\$178.00	\$152.00	\$103.00	\$75.00	\$169.00	\$160.00
Junior 1/4 Page	2.00	9.75	\$223.00	\$191.00	\$130.00	\$75.00	\$195.00	\$185.00
Junior 1/4 Page H	4.00	4.88	\$226.00	\$191.00	\$130.00	\$75.00	\$195.00	\$185.00
1/4 Page Standard	2.00	10.00	\$226.00	\$193.00	\$131.00	\$95.00	\$215.00	\$203.00
1/4 Page V	1.00	20.50	\$226.00	\$193.00	\$131.00	\$95.00	\$215.00	\$203.00
PT Jumbo 1/4 H	4.00	5.50	\$249.00	\$213.00	\$145.00	\$95.00	\$228.00	\$216.00
Jumbo 1/4 Page	2.00	11.75	\$267.00	\$228.00	\$155.00	\$105.00	\$247.00	\$234.00
1/3 Page	3.00	8.75	\$297.00	\$254.00	\$173.00	\$105.00	\$264.00	\$250.00
Jumbo 1/3 Page	3.00	10.50	\$357.00	\$304.00	\$207.00	\$180.00	\$368.00	\$348.00
PT 2/5 H	4.00	8.50	\$385.00	\$329.00	\$224.00	\$180.00	\$385.00	\$364.00
Junior 1/2 Page	3.00	13.00	\$442.00	\$377.00	\$257.00	\$180.00	\$415.00	\$393.00
1/2 Page H	4.00	10.00	\$451.00	\$385.00	\$262.00	\$180.00	\$420.00	\$398.00
1/2 Page V	2.00	20.50	\$451.00	\$385.00	\$262.00	\$180.00	\$420.00	\$398.00
Junior Page H	4.00	11.75	\$527.00	\$450.00	\$306.00	\$180.00	\$462.00	\$437.00
Junior Page V	3.00	17.00	\$606.00	\$517.00	\$352.00	\$180.00	\$505.00	\$479.00

**PVT RETAIL DISPLAY  
RATE CARD**

3/4 Page	4.00	15.75	\$727.00	\$620.00	\$422.00	\$180.00	\$572.00	\$542.00
Full Page	4.00	20.50	\$901.00	\$769.00	\$523.00	\$180.00	\$668.00	\$633.00
Double Truck	8.00	20.50	\$1,757.00	\$1,499.00	\$1,020.00	\$360.00	\$1,311.00	\$1,242.00
1 column	2.35"							
2 columns	4.9"							
3 columns	7.46"							
4 columns	10.00"							