

General Advertising Rates

2012

All rates are Gross

Rate Card #5
Effective January 2012



Rate Base: 195,000 ♦ Total Readers: 429,000

Circulation Region: Alabama

	1X	3X	6X
4 Color			
Full Page	\$ 6,430	\$ 6,110	\$ 5,790
2/3 Page	4,500	4,280	4,050
1/2 Page	3,980	3,780	3,580
1/3 Page	2,380	2,260	2,140
1/6 Page	1,410	1,340	1,270
B&W			
Full Page	\$ 5,140	\$ 4,880	\$ 4,630
2/3 Page	3,600	3,420	3,240
1/2 Page	3,190	3,030	2,870
1/3 Page	1,900	1,810	1,710
1/6 Page	1,130	1,070	1,020
Cover 2	\$ 7,390	\$ 7,020	\$ 6,650
Cover 3	\$ 7,070	\$ 6,720	\$ 6,360
Cover 4	\$ 6,430	\$ 6,110	\$ 5,790



Travel Guide Advertising Rates

2012

All rates are Net

Rate Card #5
Effective January 2012



Rate Base: 195,000 ♦ Total Readers: 429,000

Circulation Region: Alabama

	1X	3X	6X
4 Color			
1/3 Page	\$ 1,840	\$ 1,750	\$ 1,660
1/6 Page	1,080	1,030	970
3 inch	910	860	820
2 inch	670	640	600
1 inch	400	380	360
B&W			
1/3 Page	\$ 1,480	\$ 1,410	\$ 1,330
4 inch	890	850	800
3 inch	710	670	640
2 inch	550	520	500
1 inch	330	310	300

