

# General Advertising Rates

# 2012

All rates are Gross

Rate Card #16  
Effective January 2012



Rate Base: 880,000 ♦ Total Readers: 1,848,000

Circulation Region: Texas

	1X	3X	6X
<b>4 Color</b>			
Full Page	\$ 19,410	\$ 18,440	\$ 17,470
2/3 Page	13,610	12,930	12,250
1/2 Page	12,150	11,540	10,940
1/3 Page	7,280	6,920	6,550
1/6 Page	4,280	4,070	3,850
<b>B&amp;W</b>			
Full Page	\$ 15,520	\$ 14,740	\$ 13,970
2/3 Page	10,880	10,340	9,790
1/2 Page	9,710	9,220	8,740
1/3 Page	5,830	5,540	5,250
1/6 Page	3,430	3,260	3,090
<b>Cover 2</b>	\$ 22,340	\$ 21,220	\$ 20,110
<b>Cover 3</b>	21,350	20,280	19,220
<b>Cover 4</b>	19,410	18,440	17,470



# Travel Guide Advertising Rates

# 2012

All rates are Net



Rate Card #16  
Effective January 2012

Rate Base: 880,000 ♦ Total Readers: 1,848,000

Circulation Region: Texas

	1X	3X	6X
<b>4 Color</b>			
1/3 Page	\$ 5,490	\$ 5,220	\$ 4,940
1/6 Page	3,200	3,040	2,880
3 inch	2,120	2,010	1,910
2 inch	1,430	1,360	1,290
1 inch	720	680	650
<b>Black &amp; White</b>			
1/3 Page	\$ 4,370	\$ 4,150	\$ 3,930
1/6 Page	2,560	2,430	2,300
3 inch	1,690	1,610	1,520
2 inch	1,130	1,070	1,020
1 inch	580	550	520

