

# General Advertising Rates

# 2012

All rates are gross

Rate Card #57  
Effective January 2012



Rate Base: 3,950,000 ♦ Total Readers: 9,085,000

Circulation Region: Southern California

	1X	3X	6X	8X
<b>4 Color</b>				
Full Page	\$ 56,010	\$ 52,650	\$ 50,970	\$ 49,850
2/3 Page	40,320	37,900	36,690	35,880
1/2 Page	30,260	28,440	27,540	26,930
1/3 Page	20,310	19,090	18,480	18,080
1/6 Page	10,370	9,750	9,440	9,230
<b>B&amp;W</b>				
Full Page	\$ 44,260	\$ 41,600	\$ 40,280	\$ 39,390
2/3 Page	33,180	31,190	30,190	29,530
1/2 Page	26,570	24,980	24,180	23,650
1/3 Page	17,700	16,640	16,110	15,750
1/6 Page	8,850	8,320	8,050	7,880
<b>Cover 2</b>	\$ 64,430	\$ 60,560	\$ 58,630	\$ 57,340
<b>Cover 3</b>	\$ 61,630	\$ 57,930	\$ 56,080	\$ 54,850
<b>Cover 4</b>	\$ 56,010	\$ 52,650	\$ 50,970	\$ 49,850



# Travel Guide Rates

# 2012

All rates are NET

Rate Card #57  
Effective January 2012

## Westways

Rate Base: 3,950,000 ♦ Total Readers: 9,085,000  
Circulation Region: Southern California

	1X	3X	6X	8X
<b>4 Color</b>				
1/3 Page	\$ 12,700	\$ 11,940	\$ 11,560	\$ 11,300
1/6 Page	6,460	6,070	5,880	5,750
3 inch	4,460	4,190	4,060	3,970
2 inch	3,020	2,840	2,750	2,690
1 inch	1,550	1,460	1,410	1,380
<b>B&amp;W</b>				
1/3 Page	\$ 10,250	\$ 9,640	\$ 9,330	\$ 9,120
1/6 Page	5,290	4,970	4,810	4,710
3 inch	3,580	3,370	3,260	3,190
2 inch	2,410	2,270	2,190	2,140
1 inch	1,240	1,170	1,130	1,100

