

print rates | BTN MEDIA KIT 2009

COLOR RATES	1X	7X	13X	24X	36X	72X
FULL PAGE	25,380	24,620	23,880	23,160	22,460	21,790
2 PAGE SPREAD	49,650	48,160	46,720	45,310	43,950	42,630
2/3 PAGE	20,300	19,690	19,090	18,520	17,970	17,430
2/3 PAGE SPREAD	40,600	39,380	38,180	37,040	35,940	34,860
1/2 PAGE SPREAD	30,780	29,860	28,960	28,090	27,250	26,430
1/2 PAGE ISLAND	16,530	16,030	15,550	15,080	14,630	14,200
1/2 PAGE	15,740	15,270	14,810	14,360	13,940	13,520
1/3 PAGE	10,660	10,340	10,030	9,720	9,430	9,150
1/4 PAGE VERTICAL	9,620	9,330	9,050	8,780	8,520	8,260
1/4 PAGE SQUARE	9,620	9,330	9,050	8,780	8,520	8,260
FOOTER	6,430	6,240	6,030	N/A	N/A	N/A
PAGE 1/PAGE 3 BOX	9,090	8,610	8,260	N/A	N/A	N/A

PREMIUM POSITIONS	1X	7X	13X	24X
Cover 2 or 3	31,380	30,500	29,520	26,290
Cover 4	34,230	33,230	32,240	31,250

COLOR RATE EXCEPTIONS

- A. Black & White: Deduct \$4580 from 4-color rates
- B. Matched Color: Deduct \$760 from 4-color rates
- C. 2-Color/Spot: Deduct \$1240 from 4-color rates
- D. Color / Metallic Ink: Add \$1960 to 4-color rates

BLEEDS, PREFERRED POSITIONS, SHORT RATES & REBATES

- A. Bleed or oversized ads—subject to 10% surcharge on space rate.  
Exceptions: (1) covers, (2) spread which may bleed into gutter without surcharge.
- B. Preferred positions—Page 5, 7, 9, 11 and Centerspread +10%; Covers 2,3,4 +20%
- C. Guaranteed positioning— +10%
- D. Short rates will be billed upon cancellation of contract or failure to fulfill minimum requirements.
- E. Rebates earned by using, within a 12-month period, additional space to justify lower rates will be paid in cash or credit at the option of advertiser.

CLASSIFIED RATES AVAILABLE UPON REQUEST