

2008 Display Advertising Rates

BLACK & WHITE	(OPEN RATE)						
	1X	3X	6X	12X	18X	24X	36X
Full Page	\$11,160	\$10,660	\$10,040	\$9,355	\$8,640	\$7,855	\$7,090
2/3 Page	10,065	9,605	9,065	8,455	7,780	7,095	6,375
1/2 Page	8,535	8,150	7,685	7,135	6,555	5,940	5,330
1/3 Page	6,625	6,285	5,890	5,460	4,995	4,485	3,995

4 COLOR							
Full Page	\$13,110	\$12,610	\$11,990	\$11,305	\$10,590	\$9,800	\$9,040
2/3 Page	12,010	11,555	11,015	10,400	9,730	9,045	8,325
1/2 Page	10,480	10,100	9,635	9,085	8,500	7,890	7,280
1/3 Page	8,570	8,230	7,840	7,410	6,945	6,435	5,945

PREMIUM POSITIONS	6X	12X
Back Cover	\$18,080	\$17,360
Inside Front Cover	17,325	16,600
Inside Back Cover	16,285	15,560

COLOR RATES	
2-color	\$1,300
3-color	1,600
5-color	2,500

PUBLISHER

Andrew Sonnenberg
 212-557-7651
 asonnenberg@investmentadvisor.com

ASSOCIATE PUBLISHER

Curt Schwarzkopf
 212-557-7481
 cschwarzkopf@investmentadvisor.com

NEW ENGLAND/NEW JERSEY

Adam Dunn
 646-746-8871
 adunn@investmentadvisor.com

MIDWEST

Elaine Yusa
 312-640-5561
 eyusa@investmentadvisor.com

WEST COAST

Kelly Gormley
 303-534-1776
 kgormley@investmentadvisor.com

ADVERTISING SALES COORDINATOR

Melissa Villanueva
 646-746-8875
 mvillanueva@investmentadvisor.com