

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 |
|--------------------------|----------|----------|----------|
| 4 Color | | | |
| 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 |
| Black & White | | | |
| 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 |

