

# Travel Guide Advertising Rates

# 2012

All rates are Net

Rate Card #52  
Effective January 2012



Rate Base: 2,450,000 ♦ Total Readers: 5,635,000  
Circulation Region: Northern California, Nevada and Utah

	1X	3X	6X
<b>4 Color</b>			
1/3 Page	\$ 10,620	\$ 10,090	\$ 9,560
4 inch	5,310	5,040	4,780
3 inch	4,000	3,800	3,600
2 inch	2,710	2,570	2,440
1 inch	1,400	1,330	1,260
<b>B&amp;W</b>			
1/3 Page	\$ 8,480	\$ 8,060	\$ 7,630
4 inch	4,240	4,030	3,820
3 inch	3,210	3,050	2,890
2 inch	2,160	2,050	1,940
1 inch	1,120	1,060	1,010

Ads may not be less than 1 column inch in depth. Columns are 2 1/8" wide.  
Ads exceeding 4" will be billed at the rate of a 4" ad plus the incremental inches.

No Agency Discounts.

