



Rate Card #26 - Effective January 1, 2005 Published Monthly

4-Color Rates	1X	6X	9X	12X
1 Page	\$3,150	\$2,870	\$2,730	\$2,550
2/3 Page	\$2,775	\$2,520	\$2,400	\$2,245
1/2 Island	\$2,615	\$2,385	\$2,270	\$2,120
1/2 Page	\$2,450	\$2,230	\$2,120	\$1,980
1/3 Page	\$2,150	\$1,950	\$1,855	\$1,735
1/4 Page	\$1,950	\$1,770	\$1,685	\$1,575
Back Cover*				\$4,850
IFC, IBC*				\$4,250
3 rd and TOC Pages*	*			\$3,930
Center Spread*				\$7,550
2-Page Spread*				\$5,685
Gatefold*				\$7,965
P&W Pates	1 V	6V	ov	12V
B&W Rates	1X ¢2 155	6X \$1,070	9X ¢1 875	12X \$1.705
1 Page	\$2,155	\$1,970	\$1,875	\$1,705
1 Page 2/3 Page	\$2,155 \$1,775	\$1,970 \$1,620	\$1,875 \$1,540	\$1,705 \$1,400
1 Page 2/3 Page 1/2 Island	\$2,155 \$1,775 \$1,620	\$1,970 \$1,620 \$1,470	\$1,875 \$1,540 \$1,400	\$1,705 \$1,400 \$1,275
1 Page 2/3 Page 1/2 Island 1/2 Page	\$2,155 \$1,775 \$1,620 \$1,445	\$1,970 \$1,620 \$1,470 \$1,315	\$1,875 \$1,540 \$1,400 \$1,250	\$1,705 \$1,400 \$1,275 \$1,135
1 Page 2/3 Page 1/2 Island 1/2 Page 1/3 Page	\$2,155 \$1,775 \$1,620 \$1,445 \$1,225	\$1,970 \$1,620 \$1,470 \$1,315 \$1,030	\$1,875 \$1,540 \$1,400 \$1,250 \$980	\$1,705 \$1,400 \$1,275 \$1,135 \$890
1 Page 2/3 Page 1/2 Island 1/2 Page 1/3 Page 1/4 Page	\$2,155 \$1,775 \$1,620 \$1,445 \$1,225 \$820	\$1,970 \$1,620 \$1,470 \$1,315 \$1,030 \$725	\$1,875 \$1,540 \$1,400 \$1,250 \$980 \$690	\$1,705 \$1,400 \$1,275 \$1,135 \$890 \$630
1 Page 2/3 Page 1/2 Island 1/2 Page 1/3 Page 1/4 Page 1/6 Page**	\$2,155 \$1,775 \$1,620 \$1,445 \$1,225 \$820 \$605	\$1,970 \$1,620 \$1,470 \$1,315 \$1,030 \$725 \$575	\$1,875 \$1,540 \$1,400 \$1,250 \$980 \$690 \$550	\$1,705 \$1,400 \$1,275 \$1,135 \$890 \$630 \$510
1 Page 2/3 Page 1/2 Island 1/2 Page 1/3 Page 1/4 Page 1/6 Page**	\$2,155 \$1,775 \$1,620 \$1,445 \$1,225 \$820 \$605 \$360	\$1,970 \$1,620 \$1,470 \$1,315 \$1,030 \$725 \$575 \$345	\$1,875 \$1,540 \$1,400 \$1,250 \$980 \$690 \$550 \$330	\$1,705 \$1,400 \$1,275 \$1,135 \$890 \$630 \$510 \$315
1 Page 2/3 Page 1/2 Island 1/2 Page 1/3 Page 1/4 Page 1/6 Page** 1/9 Page**	\$2,155 \$1,775 \$1,620 \$1,445 \$1,225 \$820 \$605	\$1,970 \$1,620 \$1,470 \$1,315 \$1,030 \$725 \$575	\$1,875 \$1,540 \$1,400 \$1,250 \$980 \$690 \$550	\$1,705 \$1,400 \$1,275 \$1,135 \$890 \$630 \$510 \$315 \$200
1 Page 2/3 Page 1/2 Island 1/2 Page 1/3 Page 1/4 Page 1/6 Page**	\$2,155 \$1,775 \$1,620 \$1,445 \$1,225 \$820 \$605 \$360	\$1,970 \$1,620 \$1,470 \$1,315 \$1,030 \$725 \$575 \$345	\$1,875 \$1,540 \$1,400 \$1,250 \$980 \$690 \$550 \$330	\$1,705 \$1,400 \$1,275 \$1,135 \$890 \$630 \$510 \$315

Classified \$50 first column inch, \$45 every additional column inch

[^]Early commitment rates are only valid for multiple placements only.

^{*}Only sold the 12x rate

^{**} Sizes are available to appear in "Swim Mart" within Swimming World Magazine.