

Pacific Union Recorder

2010 Schools Rate Card

Note: (6X=SR-10%; 12X=SR-15%)

Outside Back Cover, 4-color

Reg. Rate	SR	6-x Freq	12-x Freq
\$3,950.00	\$2,962.50	\$2,666.25	\$2,518.13

Full-page, 4-color

Reg. Rate	SR	6-x Freq	12-x Freq
\$3,650.00	\$2,737.50	\$2,463.75	\$2,326.88

Full-page, Black & White

Reg. Rate	SR	6-x Freq	12-ti Freq
\$3,050.00	\$2,287.50	\$2,058.75	\$1,944.38

Half-page, 4-color

Reg. Rate	SR	6-x Freq	12-x Freq
\$2,120.00	\$1,590.00	\$1,431.00	\$1,351.50

Half-page, Black & White

Reg. Rate	SR	6-x Freq	12-x Freq
\$1,650.00	\$1,237.50	\$1,113.75	\$1,051.88

Quarter-page, 4-color

Reg. Rate	SR	6-x Freq	12-x Freq
\$1,150.00	\$862.50	\$776.25	\$733.13

Quarter-page, Black & White

Reg. Rate	SR	6-x Freq	12-x Freq
\$890.00	\$667.50	\$600.75	\$567.38

Column-inch, 4-color

Reg. Rate	SR	6-x Freq	12-x Freq
\$135.00	\$101.25	\$91.13	\$86.06

Column-inch, Black & White

Reg. Rate	SR	6-x Freq	12-x Freq
\$105.00	\$78.75	\$70.88	\$66.94