

I. Display Advertising

A. Insertion Rate

Rate applies to ads of minimum size of 26 column units and special placement offers (banner and boxes). For smaller ad, see **<II. Directory Advertising>**.

	Column W×H	Front Cover Color			Back Cover Color		
		Mon–Thu	Fri–Sat	Sun	Mon–Thu	Fri–Sat	Sun
Section A	A1 11.75 x 17.8	2,450	2,818	12,335	--	--	--
	Full pg 11.75 x 20	--	--	--	1,700	1,956	5,313
	1/2 pg 11.75 x 10	1,144	1,316	4,203	850	978	2,657
	8 unit H 11.75 x 8	--	--	--	680	782	2,124
	6 unit H 11.75 x 6	621	717	2,290	510	587	1,593
	5 unit H 11.75 x 5	--	--	--	425	489	1,327
	4 unit H 11.75 x 4	416	478	1,528	340	391	1,065
	3 unit H 11.75 x 3	312	359	1,147	255	293	796
	2 unit H 11.75 x 2	208	239	764	170	196	532
Section B	Full pg 11.75 x 20	1,457	1,675	4,893	1,339	1,540	4,110
	1/2 pg 11.75 x 10	728	837	2,448	707	770	2,055
	8 unit H 11.75 x 8	583	670	1,957	536	616	1,643
	6 unit H 11.75 x 6	437	503	1,467	402	462	1,233
	5 unit H 11.75 x 5	364	419	1,224	335	385	1,028
	4 unit H 11.75 x 4	292	335	979	268	308	821
	3 unit H 11.75 x 3	219	251	734	200	230	617
	2 unit H 11.75 x 2	146	168	489	139	154	412

	Column W×H	Black and White			Color		
		Mon–Thu	Fri–Sat	Sun	Mon–Thu	Fri–Sat	Sun
Run of Page	Full pg 11.75 x 20	780	910	2,516	1,118	1,300	3,374
	1/2 pg 11.75 x 10	390	455	1,257	559	650	1,686
ROP	1/4 pg V 5.875x 10	195	228	629	280	325	845
	1/8 pg V 5.875x 5	98	114	316	140	163	422
	8 unit H 11.75 x 8	312	364	1,007	447	520	1,349
	6 unit H 11.75 x 6	234	273	754	335	390	1,012
	5 unit H 11.75 x 5	195	228	629	280	325	845
	4 unit H 11.75 x 4	156	182	503	224	260	675
	3 unit H 11.75 x 3	117	137	377	168	195	507
	2 unit H 11.75 x 2	78	91	251	112	130	338

Note: See **<C. Additional Charges>** below for rates on specified position surcharges.
See **Mechanical Measurements** for ad positions and measurements.

Premium Spots

		W x H	COLOR		BLACK & WHITE	
			Mon. – Thurs.	Fri. – Sat.	Fri. – Sun.	Fri. – Sat.
Banner	Sec. B Front Cover	2" x 8"	150	173	N/A	N/A
Header	Boston Page	3.5" x 2.25"	N/A	N/A	47	54
	Sec. B / C Front Cover	3.5" x 2.25"	102	118	N/A	N/A
Box	Sec. B ROP	3.25" x 3.25"	84	97		
		3.25" x 6.5"	160	184		
		3.25" x 9.75"	215	247		

B. Frequency Discount

	MON - SAT	SUNDAY	SUNDAY
	<u>ALL Pages</u>	<u>SECTIONS A / B / C FRONT & BACK COVERS</u>	<u>ALL OTHER COVERS & INSIDE PAGES</u>
4 times or above in 30 days	10% off	5 % off	10% off
8 times or above in 30 days	20% off	10% off	20% off
12 times or above in 30 days	30% off	15% off	30% off
15 times or above in 30 days	40% off	15% off	30% off

C. Additional Charges

Specified Page in Section A	50% surcharge
Specified Page (except Section A)	40% surcharge
Section A ROP	30% surcharge
Other Section Specified	20% surcharge
Under Content Specified	20% surcharge
Odd Size	30% surcharge or more
Artwork / Color Separation / Translation / Chinese Typesetting	See Special Services .

II. Directory Advertising

Column W x H	Unit	Black & White – R.O.P. Rate			Color – R.O.P. Rate	
		1 Day (Mon – Sat)	1 Week (Mon – Sat)	1 Month (Mon – Sat)	1 Week (Mon – Sat)	1 Month (Mon – Sat)
2 x 2	4	--	38	109	53	154
3 x 2	6	16	57	164	80	231
4 x 2	8	21	76	219	107	308
5 x 2	10	26	95	274	133	385
6 x 2	12	32	114	328	160	462
8 x 2	16	42	151	438	213	616
10 x 2	20	53	189	547	266	770
4 x 4	16	42	151	438	213	616
5 x 4	20	53	189	547	266	770
6 x 4	24	63	227	656	320	924
8 x 4	32	84	303	875	426	1,231

- ◆ **Prepaid discount: 5% off for 3-month insertion, 10% off on 6-month insertion.**
- ◆ ONE day insertion: Minimum of 3x2 column units.
- ◆ Ad rate for Directory ad in other Eastern Editions should refer to individual rate cards.