

**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
<b>Section A</b>	A1	11.75 x 17.8	1,949	2,241	<b>12,335</b>	--	--	--
	Full pg	11.75 x 20	--	--	--	1,418	1,630	<b>5,313</b>
	1/2 pg	11.75 x 10	953	1,096	<b>4,203</b>	709	815	<b>2,657</b>
	8 unit H	11.75 x 8	--	--	--	567	652	<b>2,124</b>
	6 unit H	11.75 x 6	520	598	<b>2,290</b>	425	489	<b>1,593</b>
	5 unit H	11.75 x 5	--	--	--	354	408	<b>1,327</b>
	4 unit H	11.75 x 4	347	398	<b>1,528</b>	284	326	<b>1,065</b>
	3 unit H	11.75 x 3	260	299	<b>1,147</b>	213	245	<b>796</b>
2 unit H	11.75 x 2	173	199	<b>764</b>	142	163	<b>532</b>	
<b>Section B</b>	Full pg	11.75 x 20	1,214	1,396	<b>4,893</b>	1,116	1,283	<b>4,110</b>
	1/2 pg	11.75 x 10	607	698	<b>2,448</b>	558	641	<b>2,055</b>
	8 unit H	11.75 x 8	486	558	<b>1,957</b>	446	513	<b>1,643</b>
	6 unit H	11.75 x 6	364	419	<b>1,467</b>	335	385	<b>1,233</b>
	5 unit H	11.75 x 5	304	349	<b>1,224</b>	279	321	<b>1,028</b>
	4 unit H	11.75 x 4	243	279	<b>979</b>	223	257	<b>821</b>
	3 unit H	11.75 x 3	182	209	<b>734</b>	167	192	<b>617</b>
	2 unit H	11.75 x 2	121	140	<b>489</b>	112	128	<b>412</b>
		Column W×H	Black and White			Color		
			Mon–Thu	Fri–Sat	Sun	Mon–Thu	Fri–Sat	Sun
<b>Run of Page ROP</b>	Full pg	11.75 x 20	650	754	<b>2,516</b>	910	1,040	<b>3,374</b>
	1/2 pg	11.75 x 10	325	377	<b>1,257</b>	455	520	<b>1,686</b>
	1/4 pg V	5.875x 10	163	189	<b>629</b>	228	260	<b>845</b>
	1/8 pg V	5.875x 5	81	94	<b>316</b>	114	130	<b>422</b>
	8 unit H	11.75 x 8	260	302	<b>1,007</b>	364	416	<b>1,349</b>
	6 unit H	11.75 x 6	195	226	<b>754</b>	273	312	<b>1,012</b>
	5 unit H	11.75 x 5	163	189	<b>629</b>	228	260	<b>845</b>
	4 unit H	11.75 x 4	130	151	<b>503</b>	182	208	<b>675</b>
	3 unit H	11.75 x 3	98	113	<b>377</b>	137	156	<b>507</b>
	2 unit H	11.75 x 2	65	75	<b>251</b>	91	104	<b>338</b>

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.
<b>Banner</b>	Sec. B Front Cover	2" x 8"	125	144	N/A	N/A
<b>Header</b>	Chicago Page	3.5" x 2.25"	N/A	N/A	40	46
	Sec. B / C Front Cover	3.5" x 2.25"	85	98	N/A	N/A
<b>Box</b>	Sec. B ROP	3.25" x 3.25"	70	81		
		3.25" x 6.5"	133	153		
		3.25" x 9.75"	178	205		

### B. Frequency Discount

	MON - SAT	SUNDAY	SUNDAY
	<u>ALL Pages</u>	<u>SECTIONS A / B / C FRONT &amp; BACK COVERS</u>	<u>ALL OTHER COVERS &amp; 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 <b>Special Services</b> .

## 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	--	35	100	48	137
3 x 2	6	14	52	150	71	206
4 x 2	8	19	70	200	95	275
5 x 2	10	24	86	250	119	343
6 x 2	12	29	104	300	143	412
8 x 2	16	38	138	400	190	550
10 x 2	20	48	173	500	238	686
4 x 4	16	38	138	400	190	550
5 x 4	20	48	173	500	238	686
6 x 4	24	58	207	600	285	824
8 x 4	32	77	276	800	380	1,098

- ◆ **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.