

RATES & DATES

Closing Dates & Art Deadlines

ISSUE	SPACE RESERVATION	MATERIALS DUE	ARRIVES IN PHOENIX
MAY 10	Mar 26, 2010	Apr 2, 2010	May 5, 2010
JUNE 10	May 5, 2010	May 12, 2010	June 4, 2010
JULY 10	June 9, 2010	June 16, 2010	July 9, 2010
AUG 10	June 30, 2010	July 13, 2010	July 5, 2010
SEPT 10	August 3, 2010	August 10, 2010	September 1, 2010
OCT 10	August 31, 2010	September 1, 2010	October 1, 2010
NOV 10	October 1, 2010	October 8, 2010	November 1, 2010
DEC 10	October 29, 2010	November 5, 2010	December 3, 2010
JAN 11	December 8, 2010	December 15, 2010	January 5, 2011
FEB 11	January 5, 2011	January 12, 2011	February 4, 2011
MAR 11	February 9, 2011	February 16, 2011	March 4, 2011

Rate Card

PAGE SIZE	1X	3X	6X	9X	12X
FULL PAGE	\$8,700	\$7,400	\$6,700	\$6,450	\$6,100
2/3 PAGE	\$7,550	\$6,200	\$5,850	\$5,550	\$5,150
1/2 PAGE	\$6,350	\$5,100	\$4,600	\$4,200	\$4,000
1/3 PAGE	\$5,800	\$4,500	\$4,100	\$3,800	\$3,450
1/6 PAGE	\$2,500	\$2,000	\$1,500	\$1,000	\$500
2 PAGE SPREAD	\$14,450	\$12,300	\$12,750	\$11,150	\$10,550
INSIDE FRONT COVER					\$10,550
INSIDE BACK COVER					\$10,550
BACK COVER					\$15,500

Place a 1/4 page 4-color ad in The Source:

1X	3X	6X	9X	12X
\$1,800	\$1,600	\$1,400	\$1,200	\$1,000

Business Response Cards:

\$4,600 includes printing, delivery and insertion for one issue.

\$2,600 for each insertion after the *initial* insertion, or insertion only.

- > Preferred position: 20% additional charge
- > Publisher reserves the right to place the word "Advertisement" on any ad that could, in the opinion of the publisher, be mistaken for editorial of the magazine.
- > First-time advertisers must pay in advance by material deadline.
- > Rates not based on ABC Audit.