

## 2009 *American Way* General Rates

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Rate Card #40

Covers	1x	4x	6x	12x	18x	24x
Inside Front	\$72,407	\$70,959	\$68,854	\$67,421	\$65,855	\$62,271
Cover Spread						
Inside Back	\$36,203	\$35,479	\$34,428	\$33,710	\$32,928	\$31,136
Cover						
Back Cover	\$39,311					
Four Color	1x	4x	6x	12x	18x	24x
Full Page	\$31,111	\$30,487	\$29,583	\$28,967	\$28,296	\$26,757
2/3 Page	\$21,211	\$20,788	\$20,171	\$19,750	\$19,294	\$18,244
1/2 Page	\$17,778	\$17,423	\$16,907	\$16,553	\$16,171	\$15,292
1/3 Page	\$12,160	\$11,917	\$11,564	\$11,325	\$11,063	\$10,458
Two Color*	1x	4x	6x	12x	18x	24x
Full Page	\$27,841	\$27,284	\$26,476	\$25,926	\$25,325	\$23,945
2/3 Page	\$18,984	\$18,603	\$18,053	\$17,676	\$17,265	\$16,327
1/2 Page	\$15,910	\$15,591	\$15,130	\$14,814	\$14,472	\$13,684
1/3 Page	\$10,632	\$10,417	\$10,110	\$9,895	\$9,670	\$9,144
Black & White	1x	4x	6x	12x	18x	24x
Full Page	\$23,987	\$23,506	\$22,811	\$22,337	\$21,820	\$20,631
2/3 Page	\$16,356	\$16,028	\$15,553	\$15,228	\$14,875	\$14,067
1/2 Page	\$13,706	\$13,432	\$13,035	\$12,763	\$12,467	\$11,787
1/3 Page	\$9,157	\$8,972	\$8,709	\$8,528	\$8,332	\$7,877

All rates shown are gross.

Recognized AAAA agencies earn a 15% discount.

\*Two-color rates apply to black + one color only.