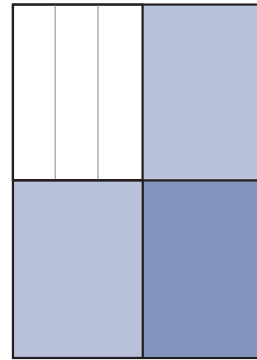


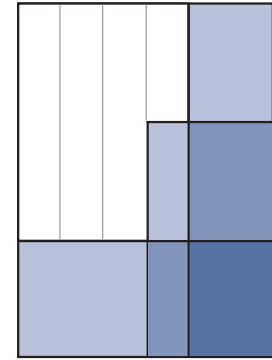


Display advertising rates

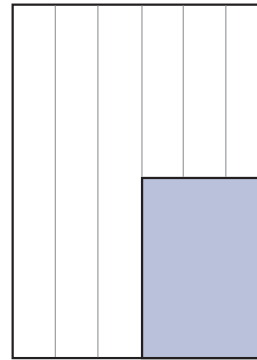
Ad size (col. inches)	No Contract (per col. inch)	6 times (per col. inch)	12 times (per col. inch)	24 times (per col. inch)
2 full pages (180")	\$4,590 (\$25.50)	\$4,365 (\$24.25)	\$4,140 (\$23)	\$3,690 (\$20.50)
Full page (90")	\$2,745 (\$30.50)	\$2,610 (\$29)	\$2,475 (\$27.50)	\$2,205 (\$24.50)
2/3 page (60")	\$1,965 (\$32.75)	\$1,860 (\$31)	\$1,770 (\$29.50)	\$1,575 (\$26.25)
1/2 page (45")	\$1,541.25 (\$34.25)	\$1,462.50 (\$32.50)	\$1,383.75 (\$30.75)	\$1,237.50 (\$27.50)
1/3 page (30")	\$1,057.50 (\$35.25)	\$1,005 (\$33.50)	\$952.50 (\$31.75)	\$847.50 (\$28.25)
1/4 page (22-1/2")	\$832.50 (\$37)	\$793.13 (\$35.25)	\$748.13 (\$33.25)	\$663.75 (\$29.50)
1/6 page (15")	\$603.75 (\$40.25)	\$573.75 (\$38.25)	\$543.75 (\$36.25)	\$483.75 (\$32.25)
1/9 page (10")	\$415 (\$41.50)	\$395 (\$39.50)	\$372.50 (\$37.25)	\$332.50 (\$33.25)
1/18 page (5")	\$212.50 (\$42.50)	\$202.50 (\$40.50)	\$191.25 (\$38.25)	\$170 (\$34)
Less than 5"	NA (\$43.75)	NA (\$41.50)	NA (\$39.25)	NA (\$35)



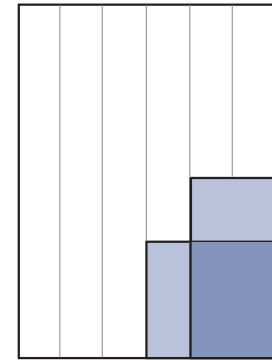
Half page
3 col (5.0835") x 15" deep or
6 col (10.3334") x 7.444" deep



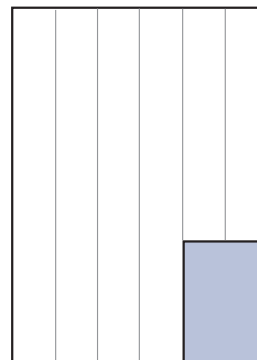
One-third page
3 col (5.0835") x 9.944" deep or
6 col (10.3334") x 4.944" deep or
2 col (3.3335") x 15" deep



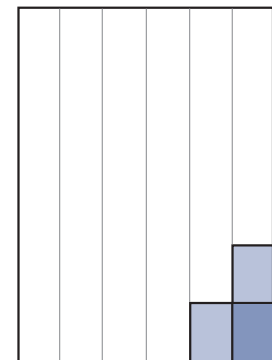
One-quarter page
3 col (5.0835") x 7.444" deep



One-sixth page
2 col (3.3335") x 7.444" deep or
3 col (5.0835") x 4.944" deep



One-ninth page
2 col (3.3335") x 4.944" deep



One-eighteenth page
2 col (3.3335") x 2.444" deep or
1 col (1.5835") x 4.944" deep

Name Your Place Rate

Preferred placement in the Villager is available on any ad of at least 10 column inches for an additional 20% of the ad space cost.

Color Rates

Spot color: \$150 per color
Process color: \$400 CMYK

Production Rates

Ad for other publication \$50 each

No labor charge for ads composed by our Creative Department for use in the Villager. (You're welcome!)

Want Ad Rates

\$1.10 per word — \$11.00 minimum (10 words).
Prepaid for 3 months (6 issues) — 5% discount.
Prepaid for 6 months (12 issues) — 10% discount.

Mail Subscription Rates

Villager mail subscriptions are available for \$35 per year.

Please subtract .056" (p4) from the desired ad depth to allow for gutter space. The measurements provided have the .056" already subtracted. Do not subtract .056" for ads that are the full 15-inch page depth.