

2009 Open Rates

RATE BASE: 825,000

	4/COLOR	BLACK/WHITE
Full Page	\$67,935	\$57,675
2/3 Page	\$54,245	\$46,095
1/2 & Digest	\$42,670	\$36,250
1/3 Page	\$28,480	\$24,205
2nd Cover	\$81,900	
3rd Cover	\$71,400	
4th Cover	\$88,320	

Note: All rates quoted are gross.

BUSINESS REPLY CARDS

BRC Supplied	\$28,140
BRC Printing & Space	\$44,365

- BRC can contribute toward volume but not earn discounts.
- BRC must be supported by a minimum of one full-page ad.
- BRC prices quoted for single 4 x 6 card on 75# stock.
- Other insert sizes, gatefolds and scent-strips quoted upon request.

REGIONAL PAGE RATES

REGIONAL CIRCULATION	GROSS CPM	GROSS RATE
50,000 - 150,000	FLAT	\$17,220
150,001 - 250,000	\$126	\$18,900 TO \$31,500
250,001 - 350,000	\$115	\$28,750 TO \$40,250
350,001 - 550,000	\$104	\$36,400 TO \$57,200
550,001 +	\$92	\$50,600+

- Plus \$3,000 regional net production charge per page.
- Minimum circulation for regional is 50,000. Regional pages are not subject to volume and/or category discounts
- Regional Insert: \$250 net production
- Perfect A/B copysplit: \$4,500 net production per page
- Perfect A/B supplied insert/Bind-in: \$2,500 net production per insert

CIRCULATION REBATE POLICY

In the event of a circulation shortfall, it is the policy of *Working Mother* to issue rebates in the form of equivalent space only. Credits may not be applied to advertising schedules. All rebates will be calculated based on the ABC Audit Statement. All rebate requests must be made within two months of issuance of the ABC Audit to be satisfied.