

2007 magazine advertising rates

mechanicals: www.sae.org/magazines/digitalad/specs



display rates

Black and white rates effective January 2007; all rates are gross and subject to change.

Ad Size	1X	3X	6X	9X	12X	18X
Spread	\$18,500	\$17,550	\$17,370	\$16,430	\$15,500	\$14,760
1/2 Spread	\$11,660	\$11,060	\$10,940	\$10,350	\$9,770	\$9,300
Full	\$9,720	\$9,240	\$9,140	\$8,650	\$8,160	\$7,770
2/3	\$7,350	\$7,060	\$6,920	\$6,550	\$6,180	\$5,890
1/2 island	\$6,720	\$6,450	\$6,300	\$5,980	\$5,640	\$5,380
1/2	\$5,950	\$5,700	\$5,590	\$5,290	\$4,990	\$4,760
1/3	\$4,350	\$4,170	\$4,080	\$3,870	\$3,650	\$3,480
1/4	\$3,430	\$3,280	\$3,210	\$3,050	\$2,880	\$2,740

color premium

For color ads, these amounts are added to the black and white rates.

	1st page	Spread	Fractionals
2 color	\$1,490	\$2,680	\$1,270
3 or 4 color	\$2,270	\$4,120	\$1,910

covers

Includes all 4-color costs; cover positions and commitments to them cannot be cancelled.

	1X	6X	12X
2nd Cover	\$13,410	\$12,040	\$11,200
3rd Cover	\$13,000	\$11,650	\$10,850
4th Cover	\$14,820	\$13,300	\$12,360



display rates

Black and white rates effective January 2007; all rates are gross and subject to change.

Ad Size	1X	3X	6X	8X
Spread	\$9,770	\$9,350	\$8,420	\$7,810
1/2 Spread	\$6,350	\$6,080	\$5,480	\$5,080
Full	\$5,140	\$4,920	\$4,430	\$4,110
2/3	\$3,920	\$3,770	\$3,400	\$3,140
1/2 island	\$3,720	\$3,560	\$3,200	\$2,970
1/2	\$3,380	\$3,230	\$2,910	\$2,700
1/3	\$2,530	\$2,430	\$2,100	\$2,030
1/4	\$2,130	\$2,050	\$1,850	\$1,710

color premium

For color ads, these amounts are added to the black and white rates.

	1st page	Spread	Fractionals
2 color	\$1,100	\$1,500	\$900
3 or 4 color	\$1,650	\$2,600	\$1,350

covers

Includes all 4-color costs; cover positions and commitments to them cannot be cancelled.

	1X	3X	8X
2nd Cover	\$7,300	\$6,980	\$5,830
3rd Cover	\$7,150	\$6,840	\$5,710
4th Cover	\$7,820	\$7,480	\$6,250



display rates

Black and white rates effective January 2007; all rates are gross and subject to change.

Ad Size	1X	3X	6X	10X
Spread	\$11,340	\$10,900	\$10,780	\$9,600
1/2 Spread	\$7,260	\$6,980	\$6,900	\$6,140
Full	\$5,970	\$5,740	\$5,670	\$5,050
2/3	\$4,580	\$4,400	\$4,280	\$3,890
1/2 island	\$4,310	\$4,130	\$4,050	\$3,660
1/2	\$3,810	\$3,660	\$3,580	\$3,250
1/3	\$2,830	\$2,720	\$2,660	\$2,410
1/4	\$2,300	\$2,200	\$2,150	\$1,950

color premium

For color ads, these amounts are added to the black and white rates.

	1st page	Spread	Fractionals
2 color	\$1,080	\$1,600	\$910
3 or 4 color	\$1,900	\$3,000	\$1,600

covers

Includes all 4-color costs; cover positions and commitments to them cannot be cancelled.

	1X	6X	10X
2nd Cover	\$8,350	\$8,000	\$7,100
3rd Cover	\$8,240	\$7,900	\$7,000
4th Cover	\$8,950	\$8,400	\$7,600