

(In U.S. Dollars)

Start your 2009 program in Jan/Feb and receive "bonus" advertising – talk to your CDHC Account Manager

Four-Color Ad Rates

Space	1x	3x	6x	9x	12x
1 Page	7,510	7,280	6,990	6,675	6,440
2/3 Page	6,010	5,825	5,595	5,345	5,155
1/2 Page (Island)	5,225	5,100	4,895	4,670	4,510
1/2 Page (horiz.)	4,885	4,735	4,545	4,340	4,190
1/3 Page (vert.)	3,755	3,640	3,495	3,340	3,225
1/4 Page	3,000	2,915	2,800	2,675	2,580
1/6 Page	2,630	2,555	2,450	2,340	2,255
Spread	14,270	13,550	12,880	12,230	10,167

Black and White Ad Rates

Space	1x	3x	6x	9x	12x
1 Page	5,740	5,570	5,345	5,105	4,925
2/3 Page	4,590	4,455	4,280	4,080	3,940
1/2 Page (Island)	4,020	3,900	3,740	3,570	3,450
1/2 Page (horiz.)	3,735	3,620	3,475	3,320	3,205
1/3 Page (vert.)	2,870	2,785	2,680	2,555	2,465
1/4 Page	2,300	2,225	2,140	2,045	1,970
1/6 Page	2,005	1,950	1,870	1,790	1,725
Spread	10,905	10,360	9,840	9,255	8,880

Premium Position Charges:

Inside Front Cover (Cover 2): 25 %
 Inside Back Cover (Cover 3): 25 %
 Back Cover (Cover 4): 25 %
 All other premium positions:
 Additional 15 % of space cost

Two-Color Insertion:

Match: \$753
 Standard: \$645
 Business Reply Card: Black and White, 1/3 page rate
 Single Page Inserts: Black and White, full page rate

Who's Who Rates (net) – print and online combined

Space	1 mo	3 mos	6 mos	12 mos
1/4 page	1,995	3,815	6,728	13,167

For online opportunities ask your CDHC Solutions Account Manager for an online media kit.



A FieldMedia Property

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 404-671-9551