



TOOLING & PRODUCTION

Strategies for Large Metalworking Plants

2009 MAGAZINE RATES (gross)

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B&W	1X	3X	6X	9X	12X	18X	24X
Full Page	4,485	4,350	4,215	4,085	3,995	3,945	3,895
2/3 Page	3,415	3,305	3,205	3,095	2,995	2,895	2,845
1/2 Island	3,145	3,045	2,950	2,855	2,765	2,670	2,575
1/2 Page	2,695	2,610	2,530	2,450	2,368	2,287	2,207
1/3 Page	1,930	1,870	1,810	1,755	1,695	1,640	1,580
1/4 Page	1,395	1,350	1,305	1,265	1,225	1,180	1,140
1/6 Page	1,215	1,175	1,135	1,100	1,065	1,030	990
1/9 Page	810	785	760	735	710	685	660
Banner	1,795	1,740	1,685	1,635	1,580	1,525	1,470

COLOR RATES

per page per fractional (1/3-page or smaller)

Std. 2-color, per color, extra	475	375
Matched color, per color, extra	795	595
4-color process	995	695
Metallics & DayGlo	1,130	

COVERS

6x non-cancelable basis.

COLOR INCLUDED

Outside Back	6,185	Inside Front	5,895	Inside Back	5,695
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