

2012 SIP Rate Card

Average Newsstand Sales:
125,000 Copies



4/C DISPLAY	
	SIP
Full Page	\$15,315
2/3	\$11,025
1/2	\$8,430
1/3	\$5,720
1/4	\$4,365
1/6	\$2,960
1/8	\$2,260
1/12	\$1,530
COVERS	
	SIP
Cover 2	\$17,615
Cover 3	\$17,615
Cover 4	\$19,155
2/C DISPLAY	
	SIP
Full Page	\$11,935
2/3	\$8,590
1/2	\$6,565
1/3	\$4,455
1/4	\$3,980
1/6	\$2,305
1/8	\$1,760
1/12	\$1,195
B/W DISPLAY	
	SIP
Full Page	\$10,485
2/3	\$7,550
1/2	\$5,770
1/3	\$3,915
1/4	\$2,985
1/6	\$2,030
1/8	\$1,550
1/12	\$1,050

Note: All rates are gross

