

# Reader's Digest *Large Print*

## 2009 GENERAL ADVERTISING RATES

### National Rates

Rate Base: 500,000

	4 Color	2 Color	Black & White
Full Page	\$57,700	\$48,900	\$42,600
1/2 Page	\$37,700	\$31,800	\$29,900
1/3 Page	\$27,000	\$22,900	\$20,000
<hr/>			
2nd Cover	\$69,300		
3rd Cover	\$66,400		
4th Cover	\$75,100		

### Regional Rates

	East	West	South	Central
Rate Base	103,000	93,000	118,000	116,000
<hr/>				
<b>4 Color</b>				
Full Page	\$21,100	\$23,600	\$24,800	\$23,700
1/2 Page	\$13,600	\$15,500	\$16,000	\$15,400
<hr/>				
<b>2 Color</b>				
Full Page	\$17,800	\$19,900	\$20,900	\$20,100
1/2 Page	\$11,600	\$13,000	\$13,600	\$13,200
<hr/>				
<b>Black &amp; White</b>				
Full Page	\$15,400	\$17,400	\$18,200	\$17,400
1/2 Page	\$10,000	\$11,500	\$11,900	\$11,300