

DEFENDERS AD RATES 2010

General Display

B&W	1X	2X	4X
FULL	\$11,000	\$10,450	\$9,900
2/3	\$8,500	\$8,075	\$7,650
1/2	\$6,500	\$6,175	\$5,850
1/3	\$4,500	\$4,275	\$4,050
1/6	\$2,500	\$2,375	\$2,250
1/9	\$1,500	\$1,425	\$1,350
1/12	\$1,300	\$1,235	\$1,170
2 COLOR	1X	2X	4X
FULL	\$12,000	\$11,400	\$10,800
2/3	\$9,000	\$8,550	\$8,100
1/2	\$7,000	\$6,650	\$6,300
1/3	\$5,000	\$4,750	\$4,500
1/6	\$3,000	\$2,850	\$2,700
1/9	\$1,750	\$1,665	\$1,575
1/12	\$1,500	\$1,425	\$1,350
4 COLOR	1X	2X	4X
FULL	\$15,000	\$14,250	\$13,500
2/3	\$11,000	\$10,450	\$9,900
1/2	\$9,000	\$8,550	\$8,100
1/3	\$6,000	\$5,700	\$5,400
1/6	\$4,000	\$3,800	\$3,600
1/9	\$2,250	\$2,140	\$2,025
1/12	\$2,000	\$1,900	\$1,800
COVERS	1X	2X	4X
2ND	\$17,000	\$16,150	\$15,300
3RD	\$16,500	\$15,675	\$14,850
4TH	\$16,500	\$15,675	\$14,850