



POA Journal Advertising Rates; Effective Jan.1,2009

Ad Size (One Issue)	Base Rate	Multi-Run Discounts		
		-15% x 3 Issues Per Issue	-20% x 6 Issues Per Issue	-30% x 12 Issues Per Issue
1 Column x 1" (Total Price)	\$37.00	@31.45 x 3 (\$94.35)	@29.60 x 6 (\$177.60)	@25.90 x 12 (\$310.80)
1 1/2 Columns x 2" (Total Price)	\$67.00	@56.95 x 3 (\$170.85)	@53.60 x 6 (\$321.60)	@46.90 x 12 (\$562.80)
2 Columns x 2" (Total Price)	\$105.00	@89.25 x 3 (\$267.75)	@84.00 x 6 (\$504.00)	@73.50 x 12 [\$882.00]
2 Columns x 3" (Total Price)	\$157.00	@133.45 x 3 (\$400.35)	@125.60 x 6 (\$753.60)	@109.90 x 12 [\$1,318.80]
2 Columns x 4" 1/8 Page (Total Price)	\$210.00	@178.50 x 3 (\$535.50)	@168.00 x 6 [\$1008.00]	@147.00 x 12 [\$1,764.00]
2 Columns x 5" (Total Price)	\$255.00	@216.75 x 3 (\$650.25)	@204.00 x 6 [\$1,224.00]	@178.50 x 12 [\$2,142.00]
2 Columns x 6" (Total Price)	\$305.00	@259.25 x 3 (\$777.75)	@244.00 x 6 [\$1,464.00]	@213.50 x 12 [\$2,562.00]
2 Columns x 7" (Total Price)	\$360.00	@306.00 x 3 (\$918.00)	@288.00 x 6 [\$1,728.00]	@252.00 x 12 [\$3,024.00]
2 Columns x 8" 1/4 Page (Total Price)	\$400.00	@340.00 x 3 (\$1,020.00)	@320.00 x 6 [\$1,920.00]	@280.00 x 12 [\$3,360.00]
2 Columns x 16" or 4 Columns x 8" 1/2 Page (Total Price)	\$770.00	@654.50 x 3 (\$1,963.50)	@616.00 x 6 [\$3,696.00]	@539.00 x 12 [\$6,468.00]
3 Columns x 16" 3/4 Page (Total Price)	\$1023.00	@869.55 x 3 (\$2,608.65)	@818.40 x 6 [\$4,910.40]	@716.10 x 12 [\$8,593.20]
4 Columns x 16" Full Page (Total Price)	\$1522.00	@1,293.70 x 3 (\$3,881.10)	@1,217.60 x 6 [\$7,305.60]	@1,065.40 x 12 [\$12,784.80]

Note: Payment may be made in two installments for figures set in *[bold italic]* print. The initial payment must be at least 60% of the total. The balance is due at the mid-point of the Multi-Run Advertising Agreement.