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News and Possibilities for Seniors

Effective January 2009

Ad Size	Width	Height	1X	3X	6X	9X	12X	18X	24X
Full Page	10.125" x	11.25"	\$1885	\$1785	\$1695	\$1600	\$1515	\$1435	\$1360
1/2 Page Island	7.625" x	8.25"	\$1145	\$1090	\$1030	\$970	\$915	\$870	\$825
1/2 Page Horizontal	10.125" x	5.5"	\$1040	\$990	\$935	\$880	\$830	\$790	\$750
1/2 Page Vertical	5.0" x	11.625"	\$1040	\$990	\$935	\$880	\$830	\$790	\$750
1/4 Page	5.0" x	5.5"	\$570	\$540	\$510	\$485	\$450	\$410	\$380
1/8 Page Horizontal	5.0" x	2.75"	\$360	\$340	\$310	\$290	\$275	\$245	\$220
1/8 Page Vertical	2.375" x	5.5"	\$360	\$340	\$310	\$290	\$275	\$245	\$220

All rates are net.

Preferred Positions:

Back Cover - 25% above contract rate.

Inside Covers - 20% above contract rate.

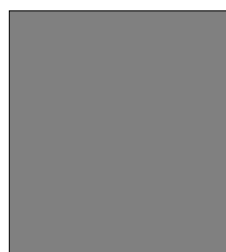
Section Sponsorships - 20% above contract rate.

Special Positions - 10% above contract rate.

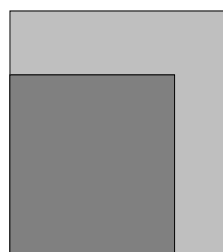
Color:

Spot color - \$185

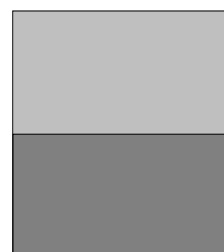
Four-color - \$550



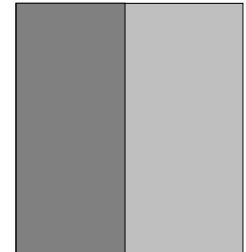
Full Page



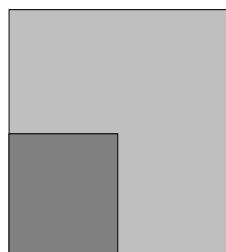
1/2 Page Island



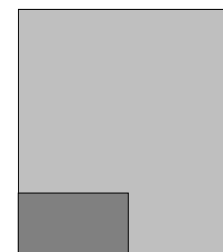
1/2 Page Horizontal



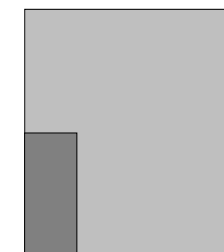
1/2 Page Vertical



1/4 Page



1/8 Page Horizontal



1/8 Page Vertical

* Milestones Readership Study