



# 2008 Rate Card

Display ADVERTISING Gross RATES, 4/color

	1x	3x	6x	11x
Full Page - 9 3/4" x 12 3/4"	\$8,510	\$7,630	\$6,820	\$5,670
<b>Total Program</b>		\$22,890	\$40,920	\$62,370
Junior Page - 9 3/4" x 7 1/2" or 7 1/2" x 9 1/2"	\$5,670	\$5,240	\$4,690	\$3,930
<b>Total Program</b>		\$15,720	\$28,140	\$43,230
Super Strip - 9 3/4" x 4 5/8"	\$5,240	\$4,795	\$4,360	\$3,710
<b>Total Program</b>		\$14,385	\$26,160	\$40,810
Strip - 9 3/4" x 2 3/4"	\$4,360	\$4,040	\$3,600	\$2,840
<b>Total Program</b>		\$12,120	\$21,600	\$31,240
1/3 Square 5 5/8" x 6 1/4"	\$4,580	\$4,255	\$3,710	\$3,275
<b>Total Program</b>		\$12,765	\$22,260	\$36,025
1/5 vertical (3 3/4" x 6 1/4") or horizontal (5 5/8" x 4 1/8")	\$3,710	\$3,490	\$2,945	\$2,290
<b>Total Program</b>		\$10,470	\$17,670	\$25,190
Product Showcase	\$1,525	\$1,310	\$1,090	\$875
6 ads per page - Total Program - net price -- 4 7/8" x 3 1/2"		\$3,930	\$6,540	\$9,625

Contact your account representative for Insert Rates.

Ad Size	Non-Bleed (width x depth)	Full-Bleed Trim (width x depth)
Full Page	9 3/4" x 12 3/4"	10 3/4" x 13 3/4"
Jr. Page (vertical)	7 1/2" x 9 1/2"	8 1/8" x 10 1/8"
Jr. Page (horizontal)	9 3/4" x 7 1/2"	10 3/4" x 8 1/8"
Super Strip	9 3/4" x 4 5/8"	10 3/4" x 5 1/4"
Strip	9 3/4" x 2 3/4"	
1/3 Square (formerly 21" ad)	5 5/8" x 6 1/4"	
1/5 vertical or horizontal (formerly 14" ad)	3 3/4" x 6 1/4"	or 5 5/8" x 4 1/8"

**Shipping Instructions: Please send all materials and copy with setting instructions to Kids Today Production Department -- Address listed below**



7025 Albert Pick Road, Suite 200, Greensboro, NC 27409 (336) 605-0121 Fax (336) 605-1143

[www.kidstodayonline.com](http://www.kidstodayonline.com)