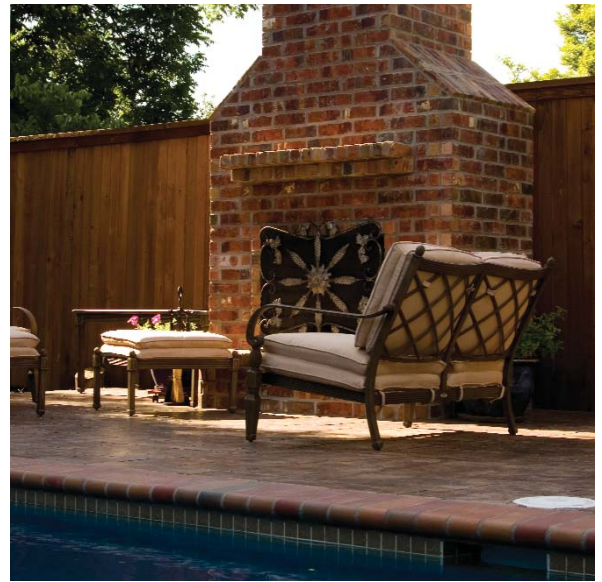


# Casual Living®

## 2009 DISPLAY RATE CARD



### DISPLAY GROSS RATES

#### 4-Color

	1x	3x	6x	12x
Full Page- 4- Color Bleed + 10%	6,240	5,075	4,035	3,485
Half - Island - 4-Color	4,150	3,890	3,115	2,715
Half - 4-Color	4,030	3,720	2,990	2,605
1/3 Page - 4-Color	3,235	3,120	2,585	2,265
1/3 Page - 4-Color Vertical	3,235	3,120	2,585	2,265
1/4 Page - 4-Color	2,990	2,855	2,405	2,225

#### Black & White

	1x	3x	6x	12x
Full Page - B/W	4,460	3,295	2,255	1,705
Half - Island - B/W	3,325	3,065	2,290	1,890
Half - B/W	3,195	2,885	2,155	1,770
1/3 Page - B/W Vertical	2,415	2,300	1,765	1,445
1/3 Page - B/W	2,415	2,300	1,765	1,445
1/4 Page - B/W	2,155	2,020	1,570	1,390

#### Special Position: Add 15%

CLOSING DATES AND CANCELLATIONS: No cancellations will be accepted after closing date, cancellation prior to closing date must be in writing. Advertisers will short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. COPY AND CONTRACT REGULATIONS: a) Publisher reserves the right to reject any advertisement. The advertiser assumes all liability for all claim and/or expenses resulting from the unauthorized or improper use of any names, photographs, maps, illustrations or other contents used or statements made in connection with its advertising, and also assumes responsibility for any claims arising therefrom made against the publisher. (b) Publisher is not bound by any conditions appearing on the space order, contract or billing instructions that conflict with the publisher's policies. (c) Advertisement set to simulate editorial style must be labeled "Advertisement" (d) Production Charges: Advertisers will be billed for all required production work. (e) Mailing Date: Publisher is not liable for delays in delivery resulting from any condition beyond their control affecting production or delivery in any manner. (f) In the event of non-payment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to the publisher. In addition, publisher reserves the right to hold any ad materials until payment has been secured.

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