



2006 Rate Card

Display ADVERTISING Gross RATES, 4/color

| | 1x | 3x | 6x | 11x |
|---|---------|-----------------|-----------------|-----------------|
| Tabloid Page - 5 columns x 14" | \$8,035 | \$7,210 | \$6,440 | \$5,355 |
| Total Program | | \$21,630 | \$38,640 | \$58,905 |
| Junior Page - 4 columns x 10" or 5 columns x 8" | \$5,355 | \$4,945 | \$4,430 | \$3,710 |
| Total Program | | \$14,835 | \$26,580 | \$40,810 |
| Super Strip - 5 columns x 5" | \$4,945 | \$4,530 | \$4,120 | \$3,500 |
| Total Program | | \$13,590 | \$24,720 | \$38,500 |
| Strip - 5 columns x 3" | \$4,120 | \$3,810 | \$3,400 | \$2,680 |
| Total Program | | \$11,430 | \$20,400 | \$29,480 |
| 21" - 3 columns x 7" | \$4,325 | \$4,015 | \$3,500 | \$3,090 |
| Total Program | | \$12,045 | \$21,000 | \$33,990 |
| 14" - 2 columns x 7" or 3 columns x 4 2/3" | \$3,500 | \$3,295 | \$2,780 | \$2,165 |
| Total Program | | \$9,885 | \$16,680 | \$23,815 |
| Product Showcase | \$1,440 | \$1,235 | \$1,030 | \$825 |
| 6 ads per page - nTotal Program - net price | | \$3,705 | \$6,180 | \$9,075 |

Bleed Charge Additional 10%

Contact your account representative for Insert Rates.

| Ad Size | Non-Bleed (width x depth) | Full-Bleed (width x depth) | Full-Bleed Trim (width x depth) |
|-----------------------|------------------------------|-------------------------------|------------------------------------|
| Tabloid Page | 10" x 14" | 11" x 15" | 10 7/8 x 14 1/2" |
| Jr. Page (vertical) | 7 7/8" x 10" | 8 1/2" x 10 1/2" | 8 3/8" x 10 1/4" |
| Jr. Page (horizontal) | 10" x 8" | 11" x 8 1/2" | 10 7/8" x 8 1/4" |
| Super Strip | 10" x 5" | 11" x 5 1/2" | 10 7/8" x 5 1/4" |
| Strip | 10" x 3" | | |
| 21" | 5 7/8" x 7" | | |
| 14" | 3 7/8" x 7" | | |

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