






# RATE CARD | 2013

# Price List

## Ads

1cm x 1col	First	Second	Third	Fourth	Fifth	Inside color	Inside B/W	Middle	Before last	Last
 Unit Price (USD)	50	24	26	20	20	16	13	22	22	38
 Unit Price (USD)	25	12	13	10	10	8	6	11	10	18
 Unit Price (USD)	60	30	30	25	25	20	16	27	27	40

Page	Full B/W	Half B/W	Quarter B/W	Full colored	Half colored	Quarter colored
 Unit Price (USD)	2000	1000	500	2200	1200	700
 Unit Price (USD)	1000	500	300	1200	700	400
 Unit Price (USD)	2700	1250	650	3200	1700	900

## Direct Mailing Service (DMS)

	Unit Price (USD) GEO	Unit Price (USD) PERSO
1000 - 5000	0.10	2.40
5000 - 10000	0.09	2.10
10000 - 25000	0.08	2.00
25000 - 50000	0.07	1.85
50000 and up	0.06	1.65

## Flyers

	Unit Price (USD)
5000 - 10000 discount 15%	0.070
10000 - 20000 discount 25%	0.060
20000 - 50000 discount 25%	0.045
50000 - 100000 discount 25%	0.038
100000 and up discount 25%	0.035

## Label Format

	Unit Price (USD)
10000 - 25000	0.100
25000 - 50000	0.092
50000 - 75000	0.080
75000 - 100000	0.070
100000 - 150000	0.060