

# 2011 OGJ Advertising Rates\*

(All Prices are in US Dollars.)

## Monthly Print Edition

4-Color Process	1x	3x	6x	12x	18x	24x	36x	48x
Full Page	13,715	13,470	12,870	12,530	12,035	11,705	11,300	11,110
2/3 Page	10,640	10,395	10,020	9,790	9,425	9,190	8,940	8,815
1/2 Page	8,975	8,790	8,490	8,305	8,025	7,835	7,405	7,355
1/3 Page	7,005	6,885	6,680	6,545	6,345	6,225	5,955	5,915
1/4 Page	6,130	6,020	5,850	5,755	5,595	5,500	5,285	5,220
1/6 Page	5,040	4,980	4,855	4,775	4,675	4,605	4,410	4,390
Full Page Spread	27,430	26,940	25,735	25,060	24,075	23,410	22,595	22,215
1/2 Page Spread	17,950	17,575	16,975	16,610	16,050	15,670	14,810	14,710

### Premiums for Cover and Other Positions

Inside Front Cover	1,265
Inside Back Cover	575
Back Cover	1,330
Island	575

### Discounts

Black & White	2,690
2 Color	1,310

## Weekly Digital Edition

	Per Issue	Per Issue for Advertisers in Monthly Print Edition
Full Page	5,750	4,000
1/2 Page	3,450	2,400
1/3 Page	2,900	2,000
1/4 Page	2,300	1,600
Digital Bellyband	8,625	

	Flat Monthly Rate**		Flat Monthly Rate** for Advertisers in Monthly Printed Editions	
Full Page	14,025	(4,675/issue)	9,750	(3,250/issue)
1/2 Page	8,400	(2,800/issue)	5,850	(1,950/issue)
1/3 Page	7,095	(2,365/issue)	4,875	(1,625/issue)
1/4 Page	5,625	(1,875/issue)	3,900	(1,300/issue)

\* Prices include four-color and are gross, subject to the 15% agency commission allowance.

\*\* Flat Monthly Rate includes three digital editions in Feb, Mar, Apr, Jun, Jul, Sep, Nov, Dec and four digital editions in Jan, May, Aug and Oct.