

2006 TRAVEL AND LEISURE RATES

Effective January 1, 2006

An addendum to the 2006 National/General Rate Card.

All non-conflicting terms and conditions of Publisher's Rate Card in effect at time of publication apply.

BLACK-AND-WHITE RATES

National/General display advertising rates apply to advertisements placed by and for manufacturers, wholesalers, brokers, and distributors or dealer associations.

Qualified advertising agencies may take a 15-percent commission from general ROP, Co-op, Political and preprint rates. Rates listed are gross.

FULL-RUN RATES *Cost per column inch*

Commissionable • Standard ROP advertising units (SAU)*

Contract Level	Both Newspapers		Either Newspaper	
	Daily	Sunday	Daily	Sunday
Open Rate	\$113.77	\$138.73	\$99.68	\$121.06
75"	\$87.03	\$102.53	\$76.25	\$89.84
150"	\$85.19	\$100.40	\$74.64	\$87.98
300"	\$83.50	\$98.41	\$73.16	\$86.23
500"	\$82.15	\$96.77	\$71.97	\$84.78
850"	\$81.56	\$96.10	\$71.48	\$84.20
1,700"	\$80.31	\$94.61	\$70.37	\$82.90
3,500"	\$79.16	\$93.29	\$69.36	\$81.75
5,200"	\$78.87	\$92.88	\$69.10	\$81.39
7,000"	\$78.61	\$92.65	\$68.90	\$81.18
10,500"	\$77.32	\$91.12	\$67.75	\$79.84
14,000"	\$76.29	\$90.04	\$66.84	\$78.73
21,000"	\$75.88	\$88.99	\$66.49	\$78.37
28,000"	\$75.41	\$87.18	\$66.08	\$77.86

*Non-SAU sizes subject to 15 percent surcharge

GUARANTEED POSITIONING

Subject to availability

- If conditions permit, position requests will be accepted for the main news (A) sections of each newspaper for a 25-percent premium. For specific page placement, add an additional 10-percent.
- For other sections of each newspaper, a 15-percent premium applies. For specific page placement, add an additional 10-percent.
- If a premium position request is accepted, but it is not possible to publish the ad in the requested position, the ad will run in another position and the positioning fee will be credited to the advertiser. No other adjustments will be made.

COLOR RATES *Cost per insertion*

Black+	Mon-Wed	Thurs-Sun
1 Color	\$935	\$1,120
2Color	\$1,275	\$1,500
Full Color	\$1,620	\$1,870

HOLIDAY RATES

Sunday rates and policies apply Memorial Day, Independence Day, Pioneer Day (July 24), Labor Day, Thanksgiving weekend (Thursday-Sunday), Christmas Day and New Year's Day.