



**Y O U R # 1 T O O L F O R S U C C E S S**

## WOOD DIRECT RESPONSE ADVERTISING RATES 2008

### RATE CARD

WOOD Rate Base: 525,000

	<u>1 Issue</u>	<u>3 Issues</u> 12%	<u>5 Issues</u> 18%	<u>7 Issues</u> 25%	<u>Best Ever</u> <u>Titles</u>	<u>3 Issues</u> <u>Best Ever</u> <u>Titles</u> 12%
<b>4-COLOR</b>						
Full Page	\$57,938	\$50,986	\$47,509	\$43,453	\$10,531	\$9,267
2/3 Page	45,391	39,944	37,221	\$34,043	8,451	7,437
1/2 Page	40,951	36,037	33,580	\$30,713	7,447	6,554
1/3 Page	32,128	28,272	26,344	\$24,096	5,836	5,137
1/4 Page	24,262	21,350	19,895	\$18,197	4,415	3,885
1/6 Page	16,179	14,238	13,267	\$12,135	2,941	2,588
1/12 Page	8,123	7,149	6,661	\$6,092	1,473	1,296
<b>BLACK &amp; 1 COLOR</b>						
Full Page	\$49,693	\$43,730	\$40,749	\$37,270	\$9,036	\$7,951
2/3 Page	39,517	34,776	32,404	29,638	7,190	6,327
1/2 Page	32,599	28,686	26,731	24,448	5,922	5,211
1/3 Page	22,524	19,821	18,470	16,894	4,093	3,603
1/4 Page	17,066	15,019	13,995	12,800	3,101	2,729
1/6 Page	11,374	10,009	9,327	8,531	2,064	1,816
1/12 Page	5,693	5,010	4,668	4,269	1,038	913
<b>BLACK &amp; WHITE</b>						
Full Page	\$41,025	\$36,103	\$33,641	\$30,769	\$7,459	\$6,563
2/3 Page	28,676	25,235	23,514	21,507	5,211	4,585
1/2 Page	24,262	21,350	19,895	18,197	4,415	3,885
1/3 Page	16,912	14,883	13,868	12,685	3,073	2,704
1/4 Page	13,198	11,614	10,822	9,899	2,397	2,109
1/6 Page	8,554	7,528	7,014	6,415	1,554	1,368
1/12 Page	4,490	3,951	3,682	3,366	821	722

Bleed add 15%. No charge for gutter bleed.