

No Umbrella Ad Rates 2006

B/W - Page 1

CHART 1		Issues 1			Issues 4			Issues 8		
No Discount					percent off 20%			percent off 25%		
No Color		col inch	\$/Issue	\$/col inch	\$	\$/Issue	\$/col inch	\$	\$/Issue	\$/col inch
Discounts	1/24 page	2	\$30.00	15.00	96.00	24.00	12.00	180.00	22.50	11.25
none	1/12 page	4	\$60.00	15.00	192.00	48.00	12.00	360.00	45.00	11.25
	1/8 page	6	85.50	14.25	273.60	68.40	11.40	513.00	64.13	10.69
	1/6 page	8	114.00	14.25	364.80	91.20	11.40	684.00	85.50	10.69
Charges	1/4 page	12	162.00	13.50	518.40	129.60	10.80	972.00	121.50	10.13
none	1/3 page	16	216.00	13.50	691.20	172.80	10.80	1,296.00	162.00	10.13
	3/8 page	18	229.50	12.75	734.40	183.60	10.20	1,377.00	172.13	9.56
	1/2 page	24	306.00	12.75	979.20	244.80	10.20	1,836.00	229.50	9.56
	2/3 page	32	408.00	12.75	1,305.60	326.40	10.20	2,448.00	306.00	9.56
	full page	50	600.00	12.00	1,920.00	480.00	9.60	3,600.00	450.00	9.00
CHART 2		Issues 1			Issues 4			Issues 8		
One Discount					percent off 20%			percent off 25%		
No Color		col inch	\$/Issue	\$/col inch	\$	\$/Issue	\$/col inch	\$	\$/Issue	\$/col inch
Discounts	1/24 page	2	28.50	14.25	90.00	22.50	11.25	168.00	21.00	10.50
Discount #1	5% 1/12 page	4	57.00	14.25	180.00	45.00	11.25	336.00	42.00	10.50
	1/8 page	6	81.23	13.54	256.50	64.13	10.69	478.80	59.85	9.98
	1/6 page	8	108.30	13.54	342.00	85.50	10.69	638.40	79.80	9.98
Charges	1/4 page	12	153.90	12.83	486.00	121.50	10.13	907.20	113.40	9.45
none	1/3 page	16	205.20	12.83	648.00	162.00	10.13	1,209.60	151.20	9.45
	3/8 page	18	218.03	12.11	688.50	172.13	9.56	1,285.20	160.65	8.93
	1/2 page	24	290.70	12.11	918.00	229.50	9.56	1,713.60	214.20	8.93
	2/3 page	32	387.60	12.11	1,224.00	306.00	9.56	2,284.80	285.60	8.93
	full page	50	570.00	11.40	1,800.00	450.00	9.00	3,360.00	420.00	8.40
CHART 3		Issues 1			Issues 4			Issues 8		
Two Discounts					percent off 20%			percent off 25%		
No Color		col inch	\$/Issue	\$/col inch	\$	\$/Issue	\$/col inch	\$	\$/Issue	\$/col inch
Discounts	1/24 page	2	27.00	13.50	84.00	21.00	10.50	156.00	19.50	9.75
Discount #1	5% 1/12 page	4	54.00	13.50	168.00	42.00	10.50	312.00	39.00	9.75
Discount #2	5% 1/8 page	6	76.95	12.83	239.40	59.85	9.98	444.60	55.58	9.26
	1/6 page	8	102.60	12.83	319.20	79.80	9.98	592.80	74.10	9.26
	1/4 page	12	145.80	12.15	453.60	113.40	9.45	842.40	105.30	8.78
	1/3 page	16	194.40	12.15	604.80	151.20	9.45	1,123.20	140.40	8.78
	3/8 page	18	206.55	11.48	642.60	160.65	8.93	1,193.40	149.18	8.29
Charges	1/2 page	24	275.40	11.48	856.80	214.20	8.93	1,591.20	198.90	8.29
none	0% 2/3 page	32	367.20	11.48	1,142.40	285.60	8.93	2,121.60	265.20	8.29
	full page	50	540.00	10.80	1,680.00	420.00	8.40	3,120.00	390.00	7.80

For full-color, add 25%. Color not available on 1/24 page ads.

Included in Ad Package: Display Ad Space in No Umbrella, Business Listing in No Umbrella.

Four and eight issue-packages include web listing on www.noumbrella.com

Discounts Available: Camera Ready 5% ~ Fixed Content 5%

No Umbrella Ad Rates 2006
COLOR - Page 2

CHART 4		Issues 1			Issues 4			Issues 8		
No Discount					percent off 20%			percent off 25%		
Full Color		col inch	\$/Issue	\$/col inch	\$	\$/Issue	\$/col inch	\$	\$/Issue	\$/col inch
Discounts	1/24 page	2								
none	1/12 page	4	75.00	18.75	252.00	63.00	15.75	480.00	60.00	15.00
	1/8 page	6	106.88	17.81	359.10	89.78	14.96	684.00	85.50	14.25
	1/6 page	8	142.50	17.81	478.80	119.70	14.96	912.00	114.00	14.25
	1/4 page	12	202.50	16.88	680.40	170.10	14.18	1,296.00	162.00	13.50
Charges	1/3 page	16	270.00	16.88	907.20	226.80	14.18	1,728.00	216.00	13.50
Full Color	25% 3/8 page	18	286.88	15.00	963.90	240.98	13.39	1,836.00	229.50	12.75
	1/2 page	24	382.50	15.94	1,285.20	321.30	13.39	2,448.00	306.00	12.75
	2/3 page	32	510.00	15.94	1,713.60	428.40	13.39	3,264.00	408.00	12.75
	full page	50	750.00	15.00	2,520.00	630.00	12.60	4,800.00	600.00	12.00
CHART 5		Issues 1			Issues 4			Issues 8		
One Discount					percent off 20%			percent off 25%		
Full Color		col inch	\$/Issue	\$/col inch	\$	\$/Issue	\$/col inch	\$	\$/Issue	\$/col inch
Discounts	1/24 page	2								
Discount #1	5% 1/12 page	4	72.00	18.00	240.00	60.00	15.00	456.00	57.00	14.25
	1/8 page	6	102.60	17.10	342.00	85.50	14.25	649.80	81.23	13.54
Charges	1/6 page	8	136.80	17.10	456.00	114.00	14.25	866.40	108.30	13.54
Full Color	25% 1/4 page	12	194.40	16.20	648.00	162.00	13.50	1,231.20	153.90	12.83
	1/3 page	16	259.20	16.20	864.00	216.00	13.50	1,641.60	205.20	12.83
	3/8 page	18	275.40	15.30	918.00	229.50	12.75	1,744.20	218.03	12.11
	1/2 page	24	367.20	15.30	1,224.00	306.00	12.75	2,325.60	290.70	12.11
	2/3 page	32	489.60	15.30	1,632.00	408.00	12.75	3,100.80	387.60	12.11
	full page	50	720.00	14.40	2,400.00	600.00	12.00	4,560.00	570.00	11.40
CHART 6		Issues 1			Issues 4			Issues 8		
Two Discounts					percent off 20%			percent off 25%		
Full Color		col inch	\$/Issue	\$/col inch	\$	\$/Issue	\$/col inch	\$	\$/Issue	\$/col inch
Discounts	1/24 page	2								
Discount #1	5% 1/12 page	4	69.00	17.25	228.00	57.00	14.25	432.00	54.00	13.50
Discount #2	5% 1/8 page	6	98.33	16.39	324.90	81.23	13.54	615.60	76.95	12.83
	1/6 page	8	131.10	16.39	433.20	108.30	13.54	820.80	102.60	12.83
	1/4 page	12	186.30	15.53	615.60	153.90	12.83	1,166.40	145.80	12.15
	1/3 page	16	248.40	15.53	820.80	205.20	12.83	1,555.20	194.40	12.15
	3/8 page	18	263.93	14.66	872.10	218.03	12.11	1,652.40	206.55	11.48
Charges	1/2 page	24	351.90	14.66	1,162.80	290.70	12.11	2,203.20	275.40	11.48
Color	25% 2/3 page	32	469.20	14.66	1,550.40	387.60	12.11	2,937.60	367.20	11.48
	full page	50	690.00	13.80	2,280.00	570.00	11.40	4,320.00	540.00	10.80

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