

2009 General Rate Card

Effective May 20, 2009 • Commissionable (Gross)

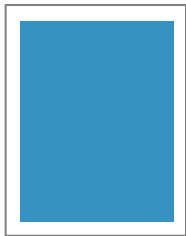
FDS LA Rates

Size	1-12x	13-39x	40-52x
Full Page	\$8,355	\$6,720	\$6,065
Half Page	\$5,015	\$4,030	\$3,640
Quarter Page	\$2,765	\$2,220	\$1,095

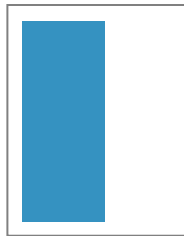
- Additional sizes upon request
- Color Charges: Additional 25% to published rate card rate
- Ask your Sales Representative for details on Premium Ad Positions



Ad Sizes



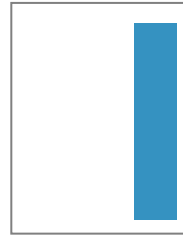
Full Page
10.5 W" x 10.5" H



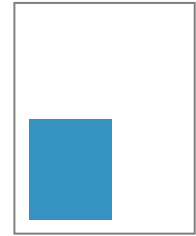
Vertical
Half Page
5.164" W x 10.5" H



Horizontal
Half Page
10.5" W x 5.25" H



Vertical
Quarter Page
2.497" W x 10.5" H



Quarter Page
5.164" W x 5.25" H

Deadlines

ISSUE (PUB DAY)	ORDER DEADLINE	NEW ADS, TRANSLATIONS AND CORRECTIONS	CAMERA READY
FDS	Thursday • 2pm (9 days prior to pub)	Friday • 3pm (8 days prior to pub)	Monday • 4pm (5 days prior to pub)

2009 Retail Rate Card

Effective May 20, 2009 • Non-Commissionable (Net)

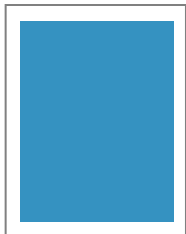
FDS LA Rates



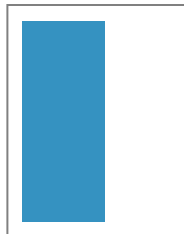
Size	1-12x	13-39x	40-52x
Full Page	\$4,640	\$4,020	\$3,420
Half Page	\$2,800	\$2,430	\$2,065
Quarter Page	\$1,495	\$1,295	\$1,095

- Additional sizes upon request
- Color Charges: Additional 25% to published rate card rate
- Ask your Sales Representative for details on Premium Ad Positions

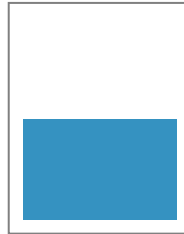
Ad Sizes



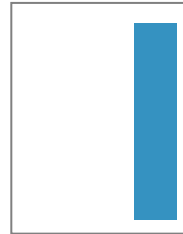
Full Page
10.5 W" x 10.5" H



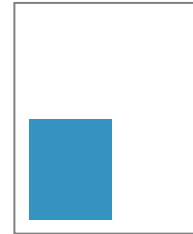
Vertical
Half Page
5.164" W x 10.5" H



Horizontal
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10.5" W x 5.25" H



Vertical
Quarter Page
2.497" W x 10.5" H



Quarter Page
5.164" W x 5.25" H

Deadlines

ISSUE (PUB DAY)	ORDER DEADLINE	NEW ADS, TRANSLATIONS AND CORRECTIONS	CAMERA READY
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2009 Preprint Rates

Effective May 20, 2009 • Non-Commissionable (Net)

Distribution Rates (Cost per thousand)

Size	1-12x	13-39x	40-52x
2	\$51	\$46	\$42
4	\$65	\$58	\$53
8	\$70	\$63	\$59
12	\$74	\$66	\$62
16	\$77	\$70	\$66
20	\$80	\$72	\$68
24	\$82	\$75	\$71
28	\$85	\$78	\$74
32	\$87	\$81	\$77
36	\$90	\$83	\$79
40	\$92	\$85	\$81
44	\$95	\$88	\$84
48	\$98	\$90	\$86



Insert Specifications

Printing Specifications:

Maximum size: 13" x 10"

Folded edge will be considered length

Open Edge will be considered width

Inserts should not be quarter-folded without prior approval

Newsprint or Rotogravure Set Sections:

Newsprint sections use 30 lb. stock or better

Cards, free standing stuffers use 60 lb. stock or better

Deadlines

	Los Angeles		Chicago
	Hoy Friday	Fin de Semana	Hoy & Fin de Semana
Reservation Deadlines	Wednesday • 4pm (15 days prior to pub)	Friday • 4pm (15 days prior to pub)	Ten (10) days prior to distribution date, before 4p
Delivery Deadlines	Monday • 5pm (5 days prior to pub)	Tuesday • 5pm (9 days prior to pub)	No later than seven (7) days prior to distribution date
Delivery Address	CCN Receiving Dept 5091 4 th St Irwindale, CA 91706	CCN Receiving Dept 5091 4 th St Irwindale, CA 91706	Freedom Center Docks 42 & 43 560 W Grand Ave Chicago, IL 60610
Appt must be made prior to delivery	626.472.5222	626.472.5222	312.222.2148
Receiving Hours	M-F 6a-10p	M-F 6a-10p	M-F 5a-8p