



HANG GLIDING & PARAGLIDING

DISPLAY ADVERTISING RATES

(Effective January 1, 2004)

FOUR-COLOR RATES

FREQUENCY DISCOUNTS*

SIZE

1 X 3 X 6 X 12 X

DOUBLE Page***	\$1,800	\$1,734	\$1,635	\$1,503
FULL Page & 1/2 Page Spread	\$990	\$957	\$908	\$842
1/2 Page - Horizontal Only	\$633	\$611	\$578	\$545
1/3 Page - Vertical Only	\$490	\$473	\$451	\$424
1/4 Page - Square Only	\$407	\$391	\$374	\$358
1/6 Page - Vertical Only	\$300	\$290	\$277	\$265
Classified Display - Vertical Only	\$150	\$145	\$135	\$125
1/2 Classified Display - Vertical Only	\$100	\$95	\$90	\$80

BLACK & WHITE RATES

1 X 3 X 6 X 12 X

FULL Page & 1/2 Page Spread	\$677	\$655	\$627	\$589
1/2 Page - Horizontal Only	\$344	\$333	\$317	\$299
1/3 Page - Vertical Only	\$229	\$224	\$218	\$206
1/4 Page - Square Only	\$176	\$171	\$165	\$160
1/6 Page - Vertical Only	\$149	\$143	\$138	\$132

SPECIAL POSITIONS: (4-color only)

Back Cover**:				\$1,000
Inside Front Cover**				\$950
Inside Back Cover**				\$900
Table of Contents **				\$950

* Frequency discounts are only eligible per contract & don't carry over to subsequent contracts.

**12x signed contract required. Other positions, by request: Add 10%.

***DoublePage ads will not be placed in centerspread