

2006 LifeLine

General Rates
Effective 10/02/06

Advertising rates Starting OCT'06

All pages including ads are color and glossy on 170 GSM paper
Inside front, inside back and back pages are on 300 GSM paper

| PAGE SIZE | 1x | 2x | 3x | 4x | Availability |
|-----------|--------|---------|---------|---------|--------------|
| Spread | \$3750 | \$6750 | \$10200 | \$12750 | Available |
| Full | \$1950 | \$ 3300 | \$4650 | \$6000 | Available |
| 1/2 | \$1200 | \$2100 | \$3150 | \$4350 | Available |

| COVER | 1x | 2x | 3x | 4x | Availability |
|--------------|-------------------|---------|----------|---------|--------------|
| Inside front | \$4500 | \$8250 | \$11700 | \$15000 | Unavailable |
| Page 1 | \$2400 | \$4425 | \$6450 | \$8850 | Available |
| Inside back | \$4500 | \$8250 | \$11700 | \$15000 | Available |
| Back | \$6000 | \$10500 | \$ 15750 | \$21000 | Available |
| Gate Fold | Quote per request | | | | |

**Custom publishing is available upon request.

