

The TOASTMASTER

2003 Advertising Rate Card

Four Color

	1x	3x	6x	9x	12x
Full	\$6,698	\$6,148	\$5,708	\$5,186	\$4,596
2/3 Page	5,928	5,455	4,789	4,340	4,080
1/2 Page	4,499	4,169	3,617	3,304	3,122
1/3 Page	4,059	3,773	3,256	2,985	2,827
1/4 Page	3,344	3,130	2,670	2,467	2,349
1/6 Page	2,739	2,585	2,174	2,028	1,943

Black & White

	1x	3x	6x	9x	12x
Full	\$5,498	\$4,948	\$4,508	\$3,986	\$3,684
2/3 Page	4,728	4,255	3,877	3,428	3,168
1/2 Page	3,299	2,969	2,705	2,392	2,210
1/3 Page	2,859	2,573	2,344	2,073	1,915
1/4 Page	2,144	1,930	1,758	1,555	1,437
1/6 Page	1,539	1,385	1,262	1,116	1,031

Cover Rates

Cover #2 \$8,250 Cover #3 \$7,950 Cover #4 \$9,450

General Policy

The Toastmaster will not accept any advertising considered to conflict with Toastmasters purposes or policies.

Ad Requirements

Refer to insert sheet for electronic file specifications and ad dimensions information.

Rate Charge

All advertising orders accepted are subject to the terms and provisions of the current rate card. No cancellations or changes are accepted after closing date. All orders discontinued before completion of contract will be billed at short rates for space used.



*Exclusive International
Advertising Sales Representation*

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