



## POA Journal Advertising Rates; Effective Jan.1, 2009

Ad Size (One Issue)	Base Rate	Multi-Run Discounts		
		-15% x 3 Issues Per Issue	-20% x 6 Issues Per Issue	-30% x 12 Issues Per Issue
1 Column x 1" (Total Price)	\$37.00	@31.45 x 3 (\$94.35)	@29.60 x 6 (\$177.60)	@25.90 x 12 (\$310.80)
1 1/2 Columns x 2" (Total Price)	\$67.00	@56.95 x 3 (\$170.85)	@53.60 x 6 (\$321.60)	@46.90 x 12 (\$562.80)
2 Columns x 2" (Total Price)	\$105.00	@89.25 x 3 (\$267.75)	@84.00 x 6 (\$504.00)	@73.50 x 12 <b>[\$882.00]</b>
2 Columns x 3" (Total Price)	\$157.00	@133.45 x 3 (\$400.35)	@125.60 x 6 (\$753.60)	@109.90 x 12 <b>[\$1,318.80]</b>
2 Columns x 4" 1/8 Page (Total Price)	\$210.00	@178.50 x 3 (\$535.50)	@168.00 x 6 <b>[\$1008.00]</b>	@147.00 x 12 <b>[\$1,764.00]</b>
2 Columns x 5" (Total Price)	\$255.00	@216.75 x 3 (\$650.25)	@204.00 x 6 <b>[\$1,224.00]</b>	@178.50 x 12 <b>[\$2,142.00]</b>
2 Columns x 6" (Total Price)	\$305.00	@259.25 x 3 (\$777.75)	@244.00 x 6 <b>[\$1,464.00]</b>	@213.50 x 12 <b>[\$2,562.00]</b>
2 Columns x 7" (Total Price)	\$360.00	@306.00 x 3 (\$918.00)	@288.00 x 6 <b>[\$1,728.00]</b>	@252.00 x 12 <b>[\$3,024.00]</b>
2 Columns x 8" 1/4 Page (Total Price)	\$400.00	@340.00 x 3 (\$1,020.00)	@320.00 x 6 <b>[\$1,920.00]</b>	@280.00 x 12 <b>[\$3,360.00]</b>
2 Columns x 16" or 4 Columns x 8" 1/2 Page (Total Price)	\$770.00	@654.50 x 3 (\$1,963.50)	@616.00 x 6 <b>[\$3,696.00]</b>	@539.00 x 12 <b>[\$6,468.00]</b>
3 Columns x 16" 3/4 Page (Total Price)	\$1023.00	@869.55 x 3 (\$2,608.65)	@818.40 x 6 <b>[\$4,910.40]</b>	@716.10 x 12 <b>[\$8,593.20]</b>
4 Columns x 16" Full Page (Total Price)	\$1522.00	@1,293.70 x 3 (\$3,881.10)	@1,217.60 x 6 <b>[\$7,305.60]</b>	@1,065.40 x 12 <b>[\$12,784.80]</b>

**Note:** Payment may be made in two installments for figures set in ***[bold italic]*** print. The initial payment must be at least 60% of the total. The balance is due at the mid-point of the Multi-Run Advertising Agreement.