



POA Journal Advertising Rates; Effective Jan.1, 2019

Ad Size	Base Rate	Multi-Run Discount		
		-15% x 3 Issues Per Issue	-20% x 6 Issues Per Issue	-30% x 12 Issues Per Issue
1 Column x 1" (Total Price)	\$41.00	@\$34.85 x 3 (\$104.55)	@\$32.80 x 6 (\$196.00)	@\$28.70 x 12 (\$344.40)
2 Columns x 2" (Total Price)	\$116.00	@\$98.60 x 3 (\$295.80)	@\$92.80 x 6 (\$556.80)	@\$81.20 x 12 [\$974.40]
2 Columns x 3" (Total Price)	\$173.00	@\$147.05 x 3 (\$441.15)	@\$138.40 x 6 (\$830.40)	@\$121.10 x 12 (\$1,453.20)
2 Columns x 4" 1/8 Page (Total Price)	\$231.00	@\$196.35 x 3 (\$598.05)	@\$184.80 x 6 [\$1,108.80]	@\$161.70 x 12 [\$1,904.40]
2 Columns x 5" (Total Price)	\$261.00	@\$221.85 x 3 (\$665.55)	@\$208.80 x 6 [\$1,252.80]	@\$182.70 x 12 [\$2,192.40]
2 Columns x 6" (Total Price)	\$336.00	@\$285.60 x 3 (\$856.80)	@\$268.80 x 6 [\$1,612.80]	@\$235.20 x 12 [\$2,822.40]
2 Columns x 7" (Total Price)	\$396.00	@\$336.60 x 3 (\$1,009.80)	@\$316.80 x 6 [\$1,900.80]	@\$277.20 x 12 [\$3,326.40]
2 Columns x 8" 1/4 Page (Total Price)	\$440.00	@\$374.00 x 3 (\$1,122.00)	@\$352.00 x 6 [\$2,112.00]	@\$308.00 x 12 [\$3,696.00]
2 Columns x 16" or 4 Columns x 8" 1/2 Page (Total Price)	\$847.00	@\$719.95 x 3 (\$2,159.50)	@\$677.60 x 6 [\$4,065.6]	@\$592.90 x 12 [\$7,114.80]
3 Columns x 16" 3/4 Page (Total Price)	\$1,126.00	@\$957.10 x 3 (\$2,871.30)	@\$900.80 x 6 [\$5,404.80]	@\$788.20 x 12 [\$9,458.40]
4 Columns x 16" Full Page (Total Price)	\$1,675.00	@\$1,423.75 x 3 (\$4,271.25)	@\$1,340.00 x 6 [\$8,040.00]	@\$1,172.50 x 12 [\$14,070.00]

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.

Add \$80 for color on all ad sizes.