



## POA Journal Advertising Rates; Effective Jan.1, 2022

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
2 Columns x 2" (Total Price)	\$122.00	@\$103.70 x 3 (\$311.10)	@\$97.60 x 6 (\$585.60)	@\$85.40 x 12 <b>[\$1,024.80]</b>
2 Columns x 3" (Total Price)	\$182.00	@\$154.70 x 3 (\$464.10)	@\$145.60 x 6 (\$873.60)	@\$127.40 x 12 <b>(\$1,528.80)</b>
2 Columns x 4" 1/8 Page (Total Price)	\$243.00	@\$206.55 x 3 (\$619.65)	@\$194.40 x 6 <b>[\$1,166.40]</b>	@\$170.10 x 12 <b>[\$2,041.20]</b>
2 Columns x 5" (Total Price)	\$274.00	@\$232.90 x 3 (\$698.70)	@\$219.20 x 6 <b>[\$1,315.20]</b>	@\$191.80 x 12 <b>[\$2,301.60]</b>
2 Columns x 6" (Total Price)	\$353.00	@\$300.05 x 3 (\$900.15)	@\$282.40 x 6 <b>[\$1,694.40]</b>	@\$247.10 x 12 <b>[\$2,965.20]</b>
2 Columns x 7" (Total Price)	\$416.00	@\$353.60 x 3 (\$1,060.80)	@\$332.80 x 6 <b>[\$1,996.80]</b>	@\$291.20 x 12 <b>[\$3,494.40]</b>
2 Columns x 8" 1/4 Page (Total Price)	\$462.00	@\$392.70 x 3 (\$1,178.10)	@\$396.60 x 6 <b>[\$2,217.60]</b>	@\$323.40 x 12 <b>[\$3,880.80]</b>
2 Columns x 16" or 4 Columns x 8" 1/2 Page (Total Price)	\$890.00	@\$756.50 x 3 (\$2,269.50)	@\$712.00 x 6 <b>[\$4,272.00]</b>	@\$623.00 x 12 <b>[\$7,476.00]</b>
3 Columns x 16" 3/4 Page (Total Price)	\$1,183.00	@\$1,005.55 x 3 (\$3,016.65)	@\$946.40 x 6 <b>[\$5,678.40]</b>	@\$828.10 x 12 <b>[\$9,937.20]</b>
4 Columns x 16" Full Page (Total Price)	\$1,759.00	@\$1,495.15 x 3 (\$4,485.45)	@\$1,407.20 x 6 <b>[\$8,443.20]</b>	@\$1,231.30 x 12 <b>[\$14,775.60]</b>

**Note:** Payment may be made in two installments for multi-run ads of six months or 1 year. 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 \$100 for color on all ad sizes.**