WISCONSIN
woman

advertising rates

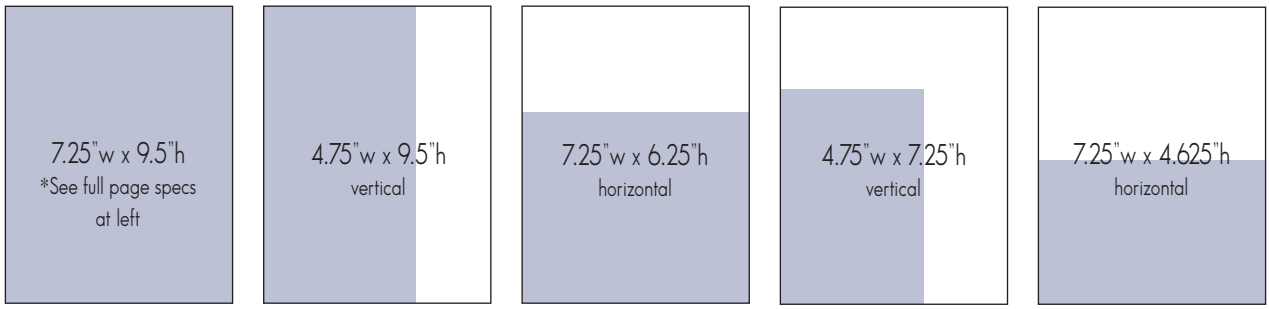
All ads include process color—
no discount for black and white.

Add 20% for premium position.

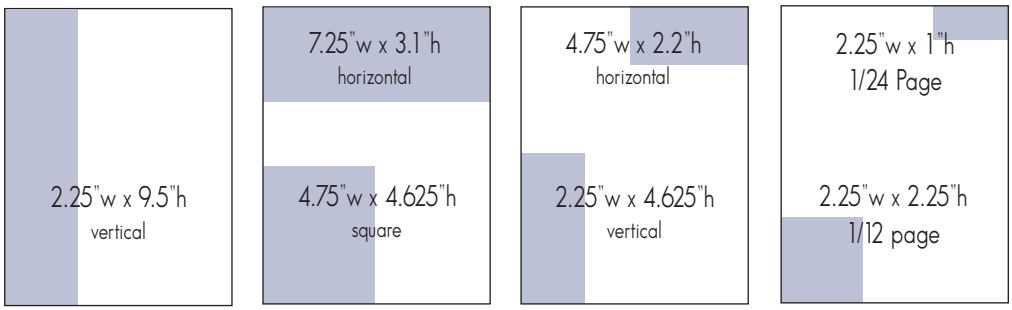
Prices effective January 2010.

All rates net.

	SIZE	1X	3X	6X	12X
	Back Page	$2145	$1930	$1715	$1500
	Inside Front / Inside Back	$1980	$1780	$1585	$1390
	Full Page	$1650	$1485	$1320	$1155
	2/3 Page	$1180	$1060	$940	$825
	1/2 Page	$965	$895	$770	$675
	1/3 Page	$700	$630	$560	$490
	1/6 Page	$375	$335	$300	$260
	1/12 Page	$200	$180	$160	$140
NEW!	1/12 Services	$155	$135	$120	$105
NEW!	1/24 Services	$125	$115	$100	$90



full page | 2/3 page | 1/2 page



1/3 page | 1/6 page

quick size reference

Full Page	7.25"w x 9.5"h	1/2 Page Horizontal	7.25"w x 4.625"h	1/6 Page Vertical	2.25"w x 4.625"h
2/3 Page Vertical	4.75"w x 9.5"h	1/3 Page Vertical	2.25"w x 9.5"h	1/6 Page Horizontal	4.75"w x 2.2"h
2/3 Page Horizontal	7.25"w x 6.25"h	1/3 Page Horizontal	7.25"w x 3.1"h	1/12 Page	2.25"w x 2.25"h
1/2 Page Vertical	4.75"w x 7.25"h	1/3 Page Square	4.75"w x 4.625"h	1/24 Page	2.25"w x 1"h