

GENERAL ADVERTISING RATES

	1X	3X	6X
4/C			
Page	\$6,500	\$6,200	\$6,000
Half	\$3,500	\$3,200	\$3,000
One-third*	\$3,000	\$2,700	\$2,500
B/W			
Page	\$5,500	\$5,300	\$5,100
Half	\$2,700	\$2,500	\$2,300
One-third*	\$2,400	\$2,100	\$2,000

Covers

4 (back cover) – \$7,200

2 (inside front) – \$7,000

3 (inside back) – \$6,800

* One-third available as horizontal or vertical

Quarter page available by quote

Bleed: no charge.

Special position: Add 10%.

Two-color prices available upon request:

Add \$400.

Inserts: bind-in cards and preprinted inserts accepted. Rates available on request.

Business Reply Cards must be accompanied by a minimum one-page advertisement.

SPECIAL ADVERTISER DISCOUNTS

Associates of The Conference Board qualify for a 20% discount off earned rates.

Direct Response, Classified Display,
and Publisher discounts
available upon
request.