

**PAINTERS &
ALLIED TRADES**

Journal

Media Planner 2005/06

RATE CARD #1

Effective January 1, 2005

SPECIAL POSITIONS

Consult Advertising Sales Office for availability. 15% premium applies for all requested placements.

INSERTS

3 of every 4 pages @ applicable earned black-and-white page rate plus bind-in fee. Consult Advertising Sales Office for further information.

BUSINESS REPLY CARDS

1/2 - Page earned black-and-white rate plus commissionable bind-in fee. Consult Advertising Sales Office for production requirements bind-in and printing costs.

DEMOGRAPHICS

Circulation
117,000

Average Age
41 Years Old

Median Income
\$49,000 a year

ADVERTISING RATES 2005/06

4-Color	1x	2x	4x	6x	8x
Full Page	\$7,315	\$6,945	\$6,580	\$6,210	\$5,850
2/3 Page	\$5,485	\$5,210	\$4,935	\$4,660	\$4,390
1/2 Page Isl.	\$4,755	\$4,515	\$4,280	\$4,040	\$3,805
1/2 Page	\$4,390	\$4,170	\$3,950	\$3,730	\$3,510
1/3 Page	\$3,290	\$3,125	\$2,960	\$2,800	\$2,635
1/4 Page	\$2,560	\$2,430	\$2,305	\$2,175	\$2,050
1/6 Page	\$1,830	\$1,740	\$1,645	\$1,555	\$1,465

B&W	1x	2x	4x	6x	8x
Full Page	\$5,850	\$5,560	\$5,265	\$4,975	\$4,680
2/3 Page	\$4,390	\$4,170	\$3,950	\$3,730	\$3,510
1/2 Page Isl.	\$3,805	\$3,610	\$3,420	\$3,230	\$3,040
1/2 Page	\$3,510	\$3,335	\$3,160	\$2,985	\$2,810
1/3 Page	\$2,635	\$2,500	\$2,370	\$2,240	\$2,105
1/4 Page	\$2,050	\$1,945	\$1,845	\$1,740	\$1,640
1/6 Page	\$1,465	\$1,390	\$1,315	\$1,245	\$1,170

Cover Rates	1x	3x	4x
Cover 2 (4-Color only)	\$8,410	\$7,570	\$7,150
Cover 3 (4-Color)	\$8,045	\$7,240	\$6,835
Cover 3 (Black & White)	\$6,435	\$5,790	\$5,470
Cover 4 (4-Color only)	\$9,140	\$8,225	\$7,770



The official publication of the International Union of Painters and Allied Trades, AFL-CIO, CLC