

WHAT ARE THE ATLANTIC'S 2010 GENERAL RATES?

RATE BASE 450,000

GENERAL RATES (GROSS)*

SIZE		1x	3x	6x	8x	10x	12x	16x	20x	24x	30x
4/C	1 P	\$61,147	\$59,312	\$58,090	\$56,255	\$54,421	\$53,198	\$51,975	\$51,364	\$50,752	\$49,529
	2/3 P	\$48,921	\$47,453	\$46,475	\$45,007	\$43,539	\$42,561	\$41,583	\$41,093	\$40,605	\$39,627
	1/2 P	\$39,730	\$38,538	\$37,743	\$36,552	\$35,360	\$34,565	\$33,770	\$33,373	\$32,975	\$32,181
	1/3 P	\$27,504	\$26,679	\$26,129	\$25,304	\$24,478	\$23,929	\$23,378	\$23,103	\$22,828	\$22,278
	1/6 P	\$13,761	\$13,348	\$13,073	\$12,660	\$12,247	\$11,972	\$11,697	\$11,559	\$11,421	\$11,146
	1/12 P	\$8,287	\$8,038	\$7,872	\$7,624	\$7,375	\$7,209	\$7,043	\$6,960	\$6,878	\$6,712
	1 inch	\$4,891	\$4,744	\$4,646	\$4,499	\$4,352	\$4,255	\$4,157	\$4,108	\$4,059	\$3,962
2/C	1 P	\$50,721	\$49,199	\$48,185	\$46,663	\$45,141	\$44,127	\$43,113	\$42,605	\$42,098	\$41,084
	2/3 P	\$40,594	\$39,376	\$38,564	\$37,346	\$36,129	\$35,317	\$34,505	\$34,099	\$33,694	\$32,881
	1/2 P	\$32,990	\$32,001	\$31,341	\$30,351	\$29,362	\$28,702	\$28,042	\$27,712	\$27,382	\$26,722
	1/3 P	\$22,846	\$22,161	\$21,704	\$21,019	\$20,333	\$19,876	\$19,419	\$19,191	\$18,962	\$18,506
	1/6 P	\$11,430	\$11,087	\$10,859	\$10,516	\$10,173	\$9,945	\$9,716	\$9,601	\$9,488	\$9,259
	1/12 P	\$6,792	\$6,589	\$6,452	\$6,249	\$6,045	\$5,909	\$5,773	\$5,706	\$5,637	\$5,502
	1 inch	\$3,804	\$3,690	\$3,613	\$3,500	\$3,385	\$3,310	\$3,233	\$3,195	\$3,157	\$3,081
B/W	1 P	\$40,982	\$39,753	\$38,933	\$37,704	\$36,474	\$35,654	\$34,835	\$34,425	\$34,015	\$33,196
	2/3 P	\$32,779	\$31,795	\$31,140	\$30,156	\$29,173	\$28,517	\$27,862	\$27,534	\$27,207	\$26,551
	1/2 P	\$26,639	\$25,840	\$25,307	\$24,508	\$23,709	\$23,176	\$22,643	\$22,377	\$22,111	\$21,578
	1/3 P	\$18,453	\$17,900	\$17,531	\$16,977	\$16,424	\$16,054	\$15,685	\$15,501	\$15,317	\$14,947
	1/6 P	\$9,233	\$8,955	\$8,771	\$8,493	\$8,217	\$8,033	\$7,848	\$7,755	\$7,663	\$7,478
	1/12 P	\$5,434	\$5,271	\$5,162	\$4,999	\$4,836	\$4,727	\$4,619	\$4,564	\$4,510	\$4,402
	1 inch	\$3,260	\$3,163	\$3,098	\$3,000	\$2,901	\$2,836	\$2,771	\$2,738	\$2,706	\$2,641
Covers	2nd	\$73,373	\$71,172	\$69,704	\$67,503	\$65,302	\$63,835	\$62,367	\$61,633	\$60,899	\$59,432
	3rd	\$67,409	\$65,387	\$64,039	\$62,017	\$59,994	\$58,646	\$57,298	\$56,623	\$55,949	\$54,602
	4th	\$76,443	\$74,149	\$72,621	\$70,327	\$68,034	\$66,505	\$64,976	\$64,211	\$63,448	\$61,919

*These rates and all advertising transactions are subject to *The Atlantic's* contract regulations.