

ATHENS

magazine

advertising rates

Effective March 2007

The following rates are quotes on a per issue cost.

	size	open	3 issue	4 issue	6 issue	7 issue	Home
black/white	1 Page	1545	1391	1339	1159	933	1339
	2/3 Page	1108	997	942	831	670	942
	1/2 Page*	912	821	775	684	552	775
	1/3 Page	567	510	482	425	340	482
	1/4 Page**	433	390	368	325	258	368
	1/6 Page	299	269	254	224	180	254
four color	1 Page	1978	1780	1681	1484	1185	1681
	2/3 Page	1463	1317	1244	1097	876	1244
	1/2 Page	1159	1043	958	869	694	985
	1/3 Page	798	718	678	598	479	678
	1/4 Page**	618	556	525	464	371	525
	1/6 Page	450	405	383	338	268	383
premium position	Inside Front	2884	2596	2451	2163	1726	1726
	Inside Back	2654	2389	2260	1990	1586	1586
	Page One	2884	2596	2451	2163	1726	1726
	Page Two	2769	2492	2354	2077	1659	1659
	Page Three	2769	2492	2354	2077	1659	1659
	Page Four	2654	2389	2256	1991	1587	n/a
	Page Five	2654	2389	2256	1991	1587	n/a
Back Page***	4956	4460	4213	3717	3000	3000	

*horizontal only

**four ads per page

***Back page rates are net