

2017 RATE CARD



RATEBASE: **500,000**

FOUR COLOR GROSS RATES

	OPEN	3X	6X	9X	12X
Full	\$87,500	\$84,916	\$82,288	\$79,661	\$77,034

BLACK AND WHITE GROSS RATES

	OPEN	3X	6X	9X	12X
Full	\$78,750	\$76,386	\$74,017	\$71,658	\$69,294

COVER GROSS RATES

	OPEN	3X	6X	9X	12X
2nd Cover	\$105,000	\$101,853	\$98,703	\$95,553	\$92,398
3rd Cover	\$96,250	\$93,367	\$90,477	\$87,591	\$84,699
4th Cover	\$109,375	\$106,098	\$102,814	\$99,533	\$96,250

15% discount to recognized agencies.

Payment due net 30 days from invoice date. First time advertisers, without a recognized agency, are to pay in advance or qualify for credit approval. 1.5% monthly finance charge on overdue amounts.

*Rate base is guaranteed on a six month average.

MAXIM

FOR PARTNERSHIP
OPPORTUNITIES

Contact your
MAXIM sales representative
or call **212.302.2626**

2017