

2008 EASTERN EDITION RATES

2008 DATES

ISSUE	Jan/Feb	Mar/Apr	May/June	July/Aug	Sep/Oct	Nov/Dec
CLOSE	Nov 1	Jan 2	Mar 1	May 1	July 2	Aug 31
ON SALE	Jan 2	Feb 26	Apr 29	July 1	Aug 26	Oct 28

EASTERN EDITION RATES

FULL PAGE	
4 color	\$ 46,170
black/white	\$ 33,840
2/3 PAGE	
4 color	\$ 36,940
black/white	\$ 27,070
1/2 PAGE	
4 color	\$ 30,010
black/white	\$ 22,000
1/3 PAGE	
4 color	\$ 23,780
black/white	\$ 17,430
1/4 PAGE	
4 color	\$ 18,470
black/white	\$ 13,540
Production Charges (Non-Commissionable)	
Matched and Fifth Color	\$ 2,000
Copy Change Charges	\$ 3,000

PAGE UNIT SIZES (width x height)

Build all pages to trim size. For bleed ads, extend bleed .125"

	Trim	Bleed	Non-Bleed
Full	8.375 x 10.875"	8.625 x 11.125"	7 x 10"
2/3 Page	5.25" x 10.875"	5.5" x 11.125"	4.625" x 10"
1/2 Page H	8.375 x 5.375"	8.625" x 5.625"	7 x 5"
1/2 Page V	4.125 x 10.875"	4.375 x 11.125"	3.5 x 10"
1/3 Page V	2.875 x 10.875"	3.125 x 11.125"	2.25 x 10"
1/3 Page Sq*	4.625 x 5"	N/A	4.625 x 5"
1/4 Page *	3.5 x 5"	N/A	3.5 x 5"
Spread	16.75 x 10.875"	17 x 11.125"	15.375 x 10"

* No bleed ads accepted on 1/3 square or 1/4 pages.

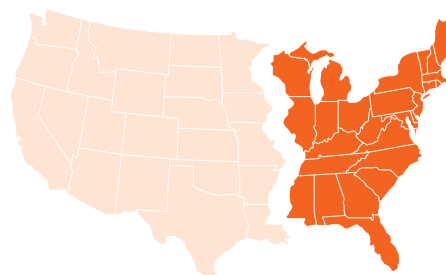
All printing materials should be shipped to:

Southern Accents
c/o Quebecor World Premedia
2100 Lakeshore Drive
Birmingham, AL 35209
Attn: Mark Mortensen
205.445.7804
(for shipping only)

All pre-printed inserts should be shipped to:

Quebecor Printing Clarksville
451 International Blvd.
Clarksville, TN 37040
Attn: Lisa Watson
Southern Accents magazine

For questions about digital specs, call Karla Hardy at 205.445.6340.



TOTAL DISTRIBUTION

Rate Base 400,000 Readers 2,481,000

EAST

Rate Base 270,000 Readers 1,537,000

Source: 2007 MRI Doublebase

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