

COINage

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Rates and Requirements for 2017

Effective December 31, 2016

4-Color	1x	6x	12x
Full Page	\$1780	\$1605	\$1475
2/3 Page	1210	1080	965
1/2 Page	925	850	770
1/3 Page	780	695	580
1/4 Page	600	545	490
1/6 Page	420	385	345
Shopper+ LG*	150	130	90
Shopper+ SM	100	85	60
Shopper LG**	120	105	75
Shopper Sm	80	70	50
Cover 2	2136	1926	1770
Cover 3	1958	1765	1622
Cover 4	2314	2086	1917
2-Page Spread	2670	2407	2212

Cover Date	Space Reservation	Materials Due	Hobby On Sale Date	Newsstand On Sale Date
Feb 2017	12/01/2016	12/25/2016	1/11/2017	1/24/2017
Mar 2017	12/29/2016	1/22/2017	2/08/2017	2/21/2017
Apr 2017	1/26/2017	2/19/2017	3/08/2017	3/21/2017
May 2017	2/23/2017	3/19/2017	4/05/2017	4/18/2017
June 2017	3/23/2017	4/16/2017	5/03/2017	5/16/2017
July 2017	4/27/2017	5/20/2017	6/07/2017	6/20/2017
Aug 2017	5/25/2017	6/18/2017	7/05/2017	7/18/2017
Sept 2017	6/22/2017	7/16/2017	8/02/2017	8/15/2017
Oct 2017	7/27/2017	8/20/2017	9/06/2017	9/19/2017
Nov 2017	8/24/2017	9/17/2017	10/04/2017	10/17/2017
Dec 2017	9/21/2017	10/15/2017	11/01/2017	11/14/2017
Jan 2018	10/19/2017	11/11/2017	11/29/2017	12/12/2017

* = Shopper+ ads are placed on price guide pages for increased exposure

** = Shopper regular ads are placed randomly throughout the title – not in the Price Guide portion

Premium Positions:

Add 15% position charge for guaranteed placement. Information about premium positions available upon request.

* Dates/Cover subject to change

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