

RATE BASE: 2,000,000

UNIT	4C	B&W
Page	\$154,200	\$126,400
Spread	308,400	
Fourth Cover	201,900	
Second Cover	186,600	
Second Cover + Page 1	340,800	
Third Cover	172,800	
Cover 2 Gatefold	559,800	
Cover 3/4 Gatefold	749,600	
2/3-Page Vertical	118,900	106,500
1/2-Page Vertical or Horizontal	90,200	73,800
1/2-Page Horizontal Spread	154,200	
1/3-Page Vertical or Horizontal*	62,100	50,900
1/4-Page Vertical*	52,500	
In-Grid Horizontal Banner**	62,100	
In-Grid Vertical Banner**	77,600	
Sponsored Spotlight**	77,600	

Effective 1.1.12

All rates are gross

* Not available as a stand-alone unit and must be part of a larger media commitment. Must allow issue flexibility.

** Non-Network advertisers must have relevant message and must be part of a larger media commitment
 Note: TV Guide Magazine cannot guarantee positioning or competitive separation for fractional ads. Regional rates available upon request.

Advertising rates are based on TV Guide Magazine's national average net paid circulation. TV Guide Magazine guarantees that the average circulation of a national schedule will meet or exceed the rate base during the calendar year. If not, a pro-rata space credit will be issued toward a future schedule to the degree that the average circulation falls below the effective rate base.

Page Volume Discounts are available based on national page equivalent space units purchased in any 52-week period. One-half the number of pages for a national insert unit may be applied to the Page Volume level.

INSERTS

Advertisers have the opportunity to run a variety of insert options, either supplied to or printed by TV Guide Magazine. These can be purchased within national or regional circulation. Supplied inserts can be 60 lb. stock or higher.

TV Guide Magazine can create and customize high-impact units, such as bookmarks, french doors, die cuts and many other variations. These units may require a longer lead time than standard units. Please contact your local TV Guide Magazine Media Sales Representative for additional information.



Rate Card

