

GENERAL ADVERTISING RATES

4-COLOR RATES

	1-2 TIME RATE	3-5 TIME RATE	6-11 TIME RATE	12-23 TIME RATE	24-34 TIME RATE
FULL PAGE	\$12,100	\$11,500	\$10,890	\$10,290	\$9,680
2/3 PAGE	\$9,680	\$9,200	\$8,710	\$8,230	\$7,740
1/2 PAGE	\$7,500	\$7,130	\$6,750	\$6,380	\$6,000
1/3 PAGE	\$ 5,080	\$4,830	\$4,570	\$4,320	\$4,060
1/4 PAGE	\$3,990	\$3,795	\$3,595	\$3,395	\$3,195
1/6 PAGE	\$ 2,000	\$ 1,920	\$1,835	\$1,750	\$1,665

Contact your ad representative for other rate cards and special promotional packages

Recognized agencies earn a standard 15 percent discount. Discounts apply only within the contract year and must be negotiated in advance. It is understood that the advertiser and/or agency indemnifies the publisher against any claims or suits based on the content of the

advertisement. The publisher reserves the right to reject or cancel any advertising at any time. Publication of an advertisement constitutes final acceptance. *The Nation* has a strong presumption against censoring any advertisement.

