

seventeen
 2012 METRO MARKETS
 RATE CARD 21

State		Total	Readers	1x Gross*	3x Gross*	6x Gross*	10x Gross*
AL	Birmingham	13,355	83,068	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
AZ	Phoenix	13,931	86,651	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
CA	LOS ANGELES METRO	55,378	344,451	\$ 6,300	\$ 5,040	\$ 4,030	\$ 3,625
	Los Angeles West Beverly Hills	21,128	131,416	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	Orange County	16,969	105,547	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	San Fernando Valley	17,281	107,488	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	San Diego	14,727	91,602	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	SAN FRANCISCO METRO	40,455	251,630	\$ 5,175	\$ 4,140	\$ 3,310	\$ 2,980
	San Francisco City/Marin/Sonoma	7,232	44,983	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	San Francisco East Bay	14,825	92,212	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	San Francisco South Bay	18,398	114,436	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
CO	Denver	17,627	109,640	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
CT	Fairfield/Westchester	24,629	153,192	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	Hartford/Springfield	11,087	68,961	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
DC	WASHINGTON DC METRO	23,988	149,205	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
FL	Miami/Ft. Lauderdale/Palm Beach	21,711	135,042	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	Tampa/St. Petersburg	10,647	66,224	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
GA	Atlanta	21,774	135,434	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
IL	CHICAGO METRO	43,878	272,921	\$ 5,490	\$ 4,390	\$ 3,510	\$ 3,160
	Chicago City	7,116	44,262	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	Chicago North	11,630	72,339	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	Chicago South	7,789	48,448	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	Chicago West	17,343	107,873	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	St. Louis	18,038	112,196	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
IN	Indianapolis	10,407	64,732	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
KS	Kansas City	12,980	80,736	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
MA	BOSTON METRO	30,921	192,329	\$ 4,490	\$ 3,590	\$ 2,870	\$ 2,585
	Hartford/Springfield	11,087	68,961	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
MD	Baltimore	11,737	73,004	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	WASHINGTON DC METRO	23,988	149,205	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
MI	DETROIT METRO	21,553	134,060	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
MN	Minneapolis/St. Paul	25,870	160,911	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
MO	Kansas City	12,980	80,736	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	St. Louis	18,038	112,196	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
NC	Charlotte	9,371	58,288	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
NJ	Northern New Jersey	16,871	104,938	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
NY	New York Metro	80,311	499,534	\$ 8,250	\$ 6,600	\$ 5,280	\$ 4,750
	Fairfield/Westchester	24,629	153,192	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	Long Island	15,255	94,886	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	New York City	23,556	146,518	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
OH	Cincinnati	13,400	83,348	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	Cleveland	11,797	73,377	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	Columbus	11,767	73,191	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
OR	Portland, OR	12,269	76,313	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
PA	Philadelphia Metro	35,014	217,787	\$ 4,740	\$ 3,790	\$ 3,030	\$ 2,725
	Pittsburgh	20,508	127,560	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
TN	Nashville	16,178	100,627	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
TX	Dallas/Ft. Worth	24,511	152,458	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
	Houston	21,153	131,572	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
WA	Seattle	22,466	139,739	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230
WI	Milwaukee/Madison	20,084	124,922	\$ 3,875	\$ 3,100	\$ 2,480	\$ 2,230

Effective February 2012

*All rates are gross, subject to 15% agency commission. No charge for bleed.

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