



MAGAZINE RATES

STANDARD B/W GROSS RATES - RUN OF BOOK

	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	\$4,828	\$4,723	\$4,620	\$4,512	\$4,302	\$4,197	\$4,092	\$3,987
2/3 Page	\$3,672	\$3,587	\$3,495	\$3,395	\$3,275	\$3,100	\$3,042	\$2,989
1/2 Island	\$3,357	\$3,252	\$3,205	\$3,125	\$3,042	\$2,989	\$2,937	\$2,884
1/2 Page	\$2,673	\$2,621	\$2,490	\$2,411	\$2,364	\$2,322	\$2,280	\$2,238
1/3 Page	\$2,049	\$1,991	\$1,944	\$1,918	\$1,850	\$1,813	\$1,786	\$1,760
1/4 Page	\$1,571	\$1,539	\$1,495	\$1,450	\$1,419	\$1,392	\$1,366	\$1,339
1/6 Page	\$1,151	\$1,119	\$1,087	\$1,066	\$1,035	\$1,014	\$ 992	\$ 972

COLOR

per ad

per spread

2-Color Standard	\$ 600	\$1,100
3 or 4-Color Process	\$1,095	\$1,950
4-Color: 1/3-pg and smaller	\$ 800	\$1,495
Metallics	\$1,200	\$1,995

SPONSORSHIP: CONTINUING ED COVER FEATURE & CE TEST \$2,975 net

- "Sponsored by" button on the opening CE feature magazine page
- Your logo on each left page of the magazine story
- 1/8 pg horizontal ad at the end of the magazine article
- Leads from ad in LABline eNewsletter that links to your website
- Your link on the MLO website's CE test page

COVERS & SPECIAL POSITIONS (Rates include the color charge)

Inside Front Cover	\$7,441	Back Cover	\$7,829
Inside Back Cover	\$6,946	Guaranteed Positions	add 10%

CLOSING DATES & FREQUENCY DISCOUNTS

- Published monthly, closing the 7th of the month prior to publication.
- Materials are due one week later. Call your Account Executive for extensions.
- Cancellations are not accepted after the closing date.
- The Publisher reserves the right to select position.

Guaranteed positions are non-cancellable. Preferred positions may be requested on a non-guaranteed basis and are subject to production limitations. Inserts are accepted as supplied or as Publisher-printed. Contact your MLO Account Executive for more details.

MARKETPLACE: MLO CLASSIFIED DISPLAY & RECRUITMENT

Full Page	\$4,077
2/3 Page	\$3,054
1/2 Page	\$2,273
1/3 Page	\$1,741
1/4 Page	\$1,334
1/6 Page	\$ 977
1/8 Page	\$ 311
Spot Color	\$ 175
Four Color	\$ 555

CLASSIFIED RATES

\$189 per column inch, with a 2" minimum.

A column is 2-3/16" wide.

These ads are commissionable to recognized agencies.

