

# RATE CARD

## 2008 RATES\*

|                       | 1X                  | 3X                | 6X                |
|-----------------------|---------------------|-------------------|-------------------|
| TWO PAGE SPREAD       | \$2,800 (\$7,000)** | \$2,300 (\$5,750) | \$2,000 (\$5,000) |
| FULL PAGE             | \$1,400 (\$3,500)   | \$1,150 (\$2,875) | \$1,000 (\$2,500) |
| HALF PAGE             | \$850 (\$2,125)     | \$725 (\$1,825)   | \$630 (\$1,575)   |
| QUARTER PAGE          | \$525 (\$1,325)     | \$450 (\$1,125)   | \$375 (\$950)     |
| BREAKFAST SPONSORSHIP | \$1,500             |                   |                   |
| EMAIL BLAST           | Based on CPM        |                   |                   |

### NOTES:

\* ALL RATES ARE NET. RATES ARE PER ISSUE AND BASED ON ADVERTISER-SUPPLIED, PRINTER-READY MATERIALS. RATES SUBJECT TO CHANGE WITH 30 DAYS NOTICE. CALL FOR SPECIAL POLYBAG FLYER RATES.

\*\* PARENTHETICAL PRICES ARE FOR COMBINED ATLANTA & NEW YORK DISTRIBUTION, WHICH TOTALS 30,000 COPIES.



## PREMIUM POSITIONS

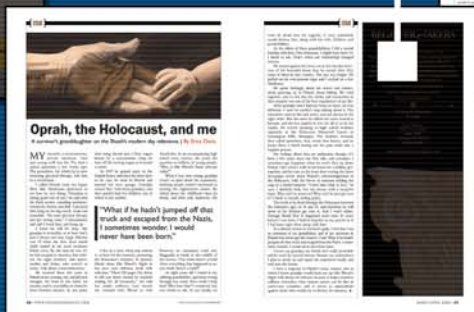
|                    | 1X      | 3X      | 6X      |
|--------------------|---------|---------|---------|
| INSIDE FRONT COVER | \$4,000 | \$3,650 | \$3,450 |
| INSIDE BACK COVER  | \$4,000 | \$3,650 | \$3,450 |
| BACK COVER         | \$6,000 | \$5,500 | \$5,200 |

INSIDE FRONT COVER IS AVAILABLE FOR LEFT AND RIGHT PAGES.



FULL PAGE

HALF PAGE  
VERTICAL



HALF PAGE  
HORIZONTAL

QUARTER PAGE

## EDITORIAL CALENDAR

1

### FEBRUARY/MARCH 2008

Summer Camp Section and Passover Vacations Advertising

### APRIL/MAY 2008

Summer Travel Advertising Section and Special Fashion Issue

### JUNE/JULY 2008

Home Improvement Advertising Section and Annual Hot List

### AUGUST/SEPTEMBER 2008

High Holiday Issue and Fall TV Preview

### OCTOBER/NOVEMBER 2008

Six Who Matter Series and School Open House Advertising Section

### DECEMBER 2008

Annual Gift Guide and School Open House Advertising Section

2

## ADVERTISING DEADLINES

### SPACE CLOSING

### MATERIALS DUE

|               |               |               |
|---------------|---------------|---------------|
| FEB/MAR '08   | JAN. 18, 2008 | JAN. 23, 2008 |
| APR/MAY '08   | MAR. 14, 2008 | MAR. 18, 2008 |
| JUNE/JULY '08 | MAY 9, 2008   | MAY 13, 2008  |
| AUG/SEPT '08  | JULY 4, 2008  | JULY 8, 2008  |
| OCT/NOV '08   | AUG. 29, 2008 | SEPT. 2, 2008 |
| DEC '08       | OCT. 24, 2008 | OCT. 28, 2008 |

## NEED MORE INFO?

Please contact us at [SALES@AJLMAGAZINE.COM](mailto:SALES@AJLMAGAZINE.COM) or 404.636.4659.