

# RATE CARD FOR NEW YORK REGION

2008 RATES*	1X	3X	6X
TWO PAGE SPREAD	\$5,600	\$4,600	\$4,000
FULL PAGE	\$2,800	\$2,300	\$2,000
HALF PAGE	\$1,700	\$1,450	\$1,260
QUARTER PAGE	\$1,050	\$900	\$750
EVENT 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.



## PREMIUM POSITIONS

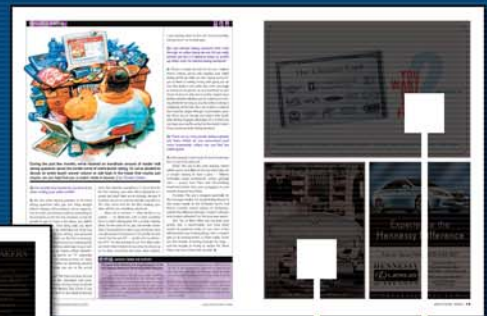
	1X	3X	6X
INSIDE FRONT COVER	\$4,000	\$3,650	\$3,450
INSIDE BACK COVER	\$4,000	\$3,650	\$3,450
BACK COVER	\$6,000	\$5,500	\$5,200

INSIDE FRONT COVER IS AVAILABLE FOR LEFT AND RIGHT PAGES.



FULL PAGE

HALF PAGE  
VERTICAL



HALF PAGE  
HORIZONTAL

QUARTER PAGE

## EDITORIAL CALENDAR

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### 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

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## 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 [ADSALES@COMPASSTV.COM](mailto:ADSALES@COMPASSTV.COM) or 212-643-9500.

THIS INFORMATION UP TO DATE AS OF NOVEMBER, 2008. FOR MORE RECENT UPDATES: [WWW.AJLMAGAZINE.COM/ADVERTISE](http://WWW.AJLMAGAZINE.COM/ADVERTISE)