

Lovin' Life After 50

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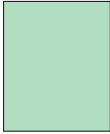
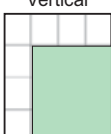
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RATE CARD 30 • 4-COLOR ZONED • EFFECTIVE APRIL 2, 2009

Metro Phoenix: 1 to 4 zones

Tucson: 1 zone

Las Vegas: 1 zone

| Full Page | | | | | 3/4 Page | | | | | 9/16 Page | | | | | 1/2 Page | | | | |
|---|--------|--------|--------|---------|--------------------------|--------|-----------------|--------|---------|--|--------|--------|--------|---------|--------------------------|--------|-----------------|--------|---------|
|  | | | | | Vertical | | Horizontal | | |  | | | | | Vertical | | Horizontal | | |
| 9 3/8" x 10 3/8" | | | | | 7" x 10 3/8" | | 9 3/8" x 7 3/4" | | | 7" x 7 3/4" | | | | | 4 5/8" x 10 3/8" | | 9 3/8" x 5 1/8" | | |
| RATE PER INSERTION | | | | | RATE PER INSERTION | | | | | RATE PER INSERTION | | | | | RATE PER INSERTION | | | | |
| No. of Zones | 1-Time | 3-Time | 6-Time | 12-Time | No. of Zones | 1-Time | 3-Time | 6-Time | 12-Time | No. of Zones | 1-Time | 3-Time | 6-Time | 12-Time | No. of Zones | 1-Time | 3-Time | 6-Time | 12-Time |
| PHOENIX/TUCSON/LAS VEGAS | | | | | PHOENIX/TUCSON/LAS VEGAS | | | | | PHOENIX/TUCSON/LAS VEGAS | | | | | PHOENIX/TUCSON/LAS VEGAS | | | | |
| 1 | 1750 | 1663 | 1400 | 1225 | 1 | 1550 | 1473 | 1240 | 1085 | 1 | 1350 | 1283 | 1080 | 945 | 1 | 1150 | 1093 | 920 | 805 |
| 2 | 2850 | 2708 | 2280 | 1995 | 2 | 2450 | 2328 | 1960 | 1715 | 2 | 2150 | 2043 | 1720 | 1505 | 2 | 1850 | 1758 | 1480 | 1295 |
| 3 | 3950 | 3753 | 3160 | 2765 | 3 | 3350 | 3183 | 2680 | 2345 | 3 | 2950 | 2803 | 2360 | 2065 | 3 | 2550 | 2423 | 2040 | 1785 |
| 4 | 5050 | 4798 | 4040 | 3535 | 4 | 4250 | 4038 | 3400 | 2975 | 4 | 3750 | 3563 | 3000 | 2625 | 4 | 3250 | 3088 | 2600 | 2275 |
| 5 | 6150 | 5843 | 4920 | 4305 | 5 | 5150 | 4893 | 4120 | 3605 | 5 | 4550 | 4323 | 3640 | 3185 | 5 | 3950 | 3753 | 3160 | 2765 |
| 6 | 7250 | 6888 | 5800 | 5075 | 6 | 6050 | 5748 | 4840 | 4235 | 6 | 5350 | 5083 | 4280 | 3745 | 6 | 4650 | 4418 | 3720 | 3255 |

| 3/8 Page | | | | | 1/4 Page | | | | | 1/8 Page | | | | |
|--------------------------|--------|-------------|--------|---------|--------------------------|--------|-----------------|--------|---------|--------------------------|--------|-----------------|--------|---------|
| Vertical | | Horizontal | | | Vertical | | Horizontal | | | Vertical | | Horizontal | | |
| 4 5/8" x 7 3/4" | | 7" x 5 1/8" | | | 4 5/8" x 5 1/8" | | 9 3/8" x 2 1/2" | | | 2 1/4" x 5 1/8" | | 4 5/8" x 2 1/2" | | |
| RATE PER INSERTION | | | | | RATE PER INSERTION | | | | | RATE PER INSERTION | | | | |
| No. of Zones | 1-Time | 3-Time | 6-Time | 12-Time | No. of Zones | 1-Time | 3-Time | 6-Time | 12-Time | No. of Zones | 1-Time | 3-Time | 6-Time | 12-Time |
| PHOENIX/TUCSON/LAS VEGAS | | | | | PHOENIX/TUCSON/LAS VEGAS | | | | | PHOENIX/TUCSON/LAS VEGAS | | | | |
| 1 | 950 | 903 | 760 | 665 | 1 | 650 | 618 | 520 | 455 | 1 | 390 | 371 | 312 | 273 |
| 2 | 1550 | 1473 | 1240 | 1085 | 2 | 1040 | 988 | 832 | 728 | 2 | 650 | 618 | 520 | 455 |
| 3 | 2150 | 2043 | 1720 | 1505 | 3 | 1430 | 1359 | 1144 | 1001 | 3 | 910 | 865 | 728 | 637 |
| 4 | 2750 | 2613 | 2200 | 1925 | 4 | 1820 | 1729 | 1456 | 1274 | 4 | 1170 | 1112 | 936 | 819 |
| 5 | 3350 | 3183 | 2680 | 2345 | 5 | 2210 | 2100 | 1768 | 1547 | 5 | 1430 | 1359 | 1144 | 1001 |
| 6 | 3950 | 3753 | 3160 | 2765 | 6 | 2600 | 2470 | 2080 | 1820 | 6 | 1690 | 1606 | 1352 | 1183 |

| POSITION/PREMIUM | | | | |
|--|--|--|--|--|
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| Back page (full page, 4 color only)...20% | | | | |
| Any other requested position20% | | | | |

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| ✓ Select the ad size | | | | |
| ✓ Choose the number of zones | | | | |
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