

2009 ad schedule

Issue	Space Closing	Materials Due	On Sale
January/February 2009	10/31/08	11/7/08	12/29/08
March 2009	12/12/08	12/19/08	2/9/09
April 2009	1/16/09	1/23/09	3/16/09
May 2009	2/20/09	2/27/09	4/20/09
June 2009	3/27/09	4/3/09	5/25/09
July/August 2009	5/1/09	5/8/09	6/29/09
September 2009	6/19/09	6/26/09	8/17/09
October 2009	7/24/09	7/31/09	9/21/09
November 2009	8/21/09	8/28/09	10/19/09
December 2009	9/25/09	10/2/09	11/23/09

General Conditions

Cancellations must be made in writing and are not accepted after the published ad closing date. Publisher reserves the unrestricted right to reject any advertising at any time after receiving proofs of text and illustrations. Publisher holds advertiser and/or its agency jointly and separately liable for such monies as are due. Publisher shall not be liable for any costs or damages for failing to publish an ad. Positioning of ads is at the discretion of the publisher except when a specific position is expressly guaranteed in writing. Publisher is not responsible for insertion of incorrect pubset key codes. It is understood that, in consideration of the publication of advertisements, the advertiser and agency, jointly severally, will unconditionally indemnify and save that publisher, its agents, employees, and officers harmless on demand, from and against any and all loss, liability, and expense (including reasonable attorney fees) suffered or incurred by reason of any claims, proceedings, or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits based on the contents or subject matter of such advertisements.

Agency Commission

15% commission to recognized advertising agencies on general display advertising rates only. Commission is forfeited if not paid within 30 days. To be recognized, an agency must provide an independent billing and creative service to the advertiser and accept financial liability for the insertions placed by it in Body+Soul.

Credit and Payment Terms

First-time advertisers must prepay for their first insertion, and may submit a credit application for future billing. Once credit is approved, payment terms are 2% 10, net 30 days.

rate card #42

*Effective with the January 2009 issue

Rate Base 600,000

General DISPLAY Rates					
4-Color	1x	3x (5%)	6x (8%)	9x (10%)	12x (12%)
Full Page	\$43,800	\$41,600	\$40,300	\$39,450	\$38,550
2/3 Page	\$30,950	\$29,400	\$28,500	\$27,850	\$27,250
1/2 Page	\$24,050	\$22,850	\$22,100	\$21,650	\$21,150
1/3 Page	\$18,200	\$17,300	\$16,750	\$16,400	\$16,050
Black & White	1x	3x	6x	9x	12x
Full Page	\$34,500	\$32,750	\$31,700	\$31,050	\$30,350
2/3 Page	\$24,400	\$23,200	\$22,450	\$21,950	\$21,450
1/2 Page	\$18,900	\$17,950	\$17,400	\$17,000	\$16,650
1/3 Page	\$14,400	\$13,700	\$13,250	\$12,950	\$12,650
Premium Pages	1x	3x	6x	9x	12x
Cover 2	\$54,650	\$51,900	\$50,300	\$49,250	\$48,050
Cover 3	\$48,200	\$45,800	\$44,350	\$43,400	\$42,450
Page 1	\$48,200	\$45,800	\$44,350	\$43,400	\$42,450
Cover 4	\$56,850	\$54,050	\$52,300	\$51,150	\$50,000

Please call your sales representative for rates for 2 page spreads, A/B splits, special positions, insert cards, and Publishers' discount for publishers of books and music.

Special Advertising Section Rates					
Connections: Includes reader service program, typesetting, camera work, and label processing. Camera-ready ads are not accepted. Section is non-commissionable.					
	1x	3x (5%)	6x (8%)	9x (10%)	12x (12%)
1/10 Page 4-Color	\$3,000	\$2,850	\$2,750	\$2,700	\$2,600
Marketplace: Camera ready art required. Reader service available for additional \$100 per insertion. Section is non-commissionable.					
Marketplace 4-Color	1x	3x	6x	9x	12x
Full Page	\$22,700	\$21,550	\$20,850	\$20,400	\$19,950
2/3 Page	\$16,050	\$15,250	\$14,750	\$14,450	\$14,100
1/2 Page	\$12,450	\$11,850	\$11,450	\$11,200	\$10,950
1/3 Page	\$9,450	\$8,950	\$8,700	\$8,500	\$8,300
1/6 Page	\$5,050	\$4,800	\$4,650	\$4,550	\$4,450
1/12 Page	\$2,600	\$2,500	\$2,400	\$2,350	\$2,300
Marketplace Black & White	1x	3x	6x	9x	12x
Full Page	\$17,850	\$17,000	\$16,450	\$16,100	\$15,700
2/3 Page	\$12,650	\$12,000	\$11,650	\$11,400	\$11,150
1/2 Page	\$9,750	\$9,250	\$8,950	\$8,750	\$8,550
1/3 Page	\$7,400	\$7,050	\$6,850	\$6,700	\$6,550
1/6 Page	\$3,800	\$3,600	\$3,500	\$3,450	\$3,350
1/12 Page	\$1,925	\$1,825	\$1,775	\$1,725	\$1,700
1" Display Classified	\$1,175	\$1,125	\$1,075	\$1,050	\$1,025