

2008 RATES

REGIONAL BLACK-AND-WHITE DISPLAY RATES BACK STAGE EAST OR WEST

AD SIZE	1-5x	6-12x	13-25x	26-39x	40-52x
Back Cover	3,970	3,700	3,430	2,140	n/a
Front Cover Strip	950	n/a	n/a	n/a	n/a
Full Page	2,190	2,060	1,950	1,710	1,650
Island Half	1,340	1,270	1,220	1,080	1,020
Half Page	1,250	1,130	1,070	950	890
Quarter Page	740	670	630	560	530
Eighth Page	400	370	350	330	290
Column Inch	70	60	60	50	50
Center Spread	5,320	n/a	n/a	n/a	n/a
2-Page Spread	3,510	n/a	n/a	n/a	n/a

NOTE: Minimum rate holder for unit sizes 1/8 page >Color Charge: Add \$900/4-color. \$300 per single color >Add 10% for premium positioning

NATIONAL PULL-OUT SECTION BLACK-AND-WHITE DISPLAY RATES BACK STAGE EAST AND WEST

AD SIZE	1-5x	6-12x	13-25x	26-39x	40-52x
Back Cover	5,955	5,550	5,145	3,210	n/a
Front Cover Strip	1,900	n/a	n/a	n/a	n/a
Full Page	3,285	3,090	2,925	2,565	2,475
Island Half	2,010	1,905	1,830	1,620	1,530
Half Page	1,875	1,695	1,605	1,425	1,335
Quarter Page	1,110	1,005	945	840	795
Eighth Page	600	555	525	495	435
Column Inch	105	90	90	75	75
Center Spread	7,980	n/a	n/a	n/a	n/a
2-Page Spread	5,265	n/a	n/a	n/a	n/a

NOTE: Minimum rate holder for unit sizes 1/8 page >Color Charge: Add \$900/4-color. \$300 per single color >Add 10% for premium positioning

CLASSIFIED RATES BACK STAGE EAST OR WEST

CLASSIFIED	6 Weeks	13 Weeks	26 Weeks	52 Weeks
Base Rate - 35 words	210	380	720	1,375
Extra Words	4/word	7/word	10/word	13/word
Bolded Words	6/word	12/word	23/word	44/word
Border	15	30	55	105
Bold Border	30	55	110	215
Reverse	50	110	195	370

NOTE: Additional copy changes - \$20 each change

REGIONAL ACTOR'S RESOURCE SHOWCASE 4-COLOR RATES BACK STAGE EAST OR WEST

AD SIZE	1-2x	3-5x	6-12x	13-25x	26-51x	52x
Full Page	2,945	2,890	2,835	2,735	2,515	2,470
Half Page	1,610	1,560	1,505	1,450	1,350	1,290
Quarter Page	900	870	840	810	750	725
Eighth Page	500	490	475	460	440	410R

REGIONAL PAID CASTING BACK STAGE EAST OR WEST

> Reach top talent when you post your casting notice with Back Stage

CASTING	100-WORD BASE AD	EACH ADDITIONAL 20 WORDS
Casting Sites	60	10

Increase your talent pool for greater quality and quantity of performing artists by upgrading your notice to a specially tailored display ad.



FOR AD SIZES SEE PRODUCTION SPECS