

2009

Advertising Rates

Rate Card

Rate Base 1,000,000

National

Open Rate

Full Page	\$81,700
Full Page Spread	163,400
Cover II	106,200
Cover II Spread	187,880
Cover III	89,860
Cover IV	106,200
2/3 Page	61,250
1/2 Page	49,000
1/2 Page Spread	97,990
1/3 Page (Vertical)	35,330
Std. We-Print BRC ^{1,2}	81,700
Std. Supplied BRC ^{1,2}	65,350
Sports Card Stub ² (3 3/4" x 10 1/2", 130#)	81,700 + \$18,165 non-commissionable production premium
Sports Card Full Page (7 7/8" x 10 1/2", 130#)	163,400 + \$30,345 non-commissionable production premium
Stand Alone Sports Cards (7 7/8" x 10 1/2", 130#)	163,400 + \$55,125 non-commissionable production premium

¹Business Reply Card (BRC) - Standard size 5 5/8" width x 4 1/4" length.
Standard weight is 75# card stock, 7 point thickness.

²Support page required.

Teen Section Rate Base 350,000

Ad Unit	Open Rate
Full Page	\$36,570
Full Page Spread	73,140
1/2 Page (Horizontal)	21,940
1/2 Page Spread	43,880
1/3 Page (Vertical)	15,830
Std We-Print BRC ^{1,2}	36,570
Std Supplied BRC ^{1,2}	29,260

¹Business Reply Card (BRC) - Standard size 5 5/8" width x 4 1/4" length.
Standard weight is 75# card stock, 7 point thickness.

²Support page required.

For more information, please contact your Sports Illustrated KIDS representative or Scott Hendrickson, VP Ad Sales & Marketing, at 212.522.2084 or Scott_Hendrickson@timeinc.com



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