

ADVERTISING RATE CARD

Print Advertising

AD SIZE	1x	2x	4x	Online Enhancements
Full page (Inside Front/Back Cover)	\$4,000	\$3,600	\$3,200	Hot-linked ad in interactive online edition
Full page	\$3,500	\$3,150	\$2,800	Hot-linked ad in interactive online edition
Half page	\$2,000	\$1,800	\$1,600	Hot-linked ad in interactive online edition
1/3 page	\$1,500	\$1,350	\$1,200	Hot-linked ad in interactive online edition
Marketplace Listing	\$750	\$675	\$600	Hot-linked URL only in interactive online edition

Online Advertising*

AD TYPE	1x	2x	3x	4x
Box (Rotating/1 of 4)	\$2,000	\$1,800	\$1,700	\$1,600
Leaderboard (Rotating/1 of 4)	\$3,000	\$2,700	\$2,550	\$2,400
Candidate Email (1/mo.)	Included with options above	Included with options above	Included with options above	Included with options above

*Online advertising is only available to print advertising customers.

Q&A Profiles

OPTIONS	1x	2x	4x	Online Enhancements
Premium Franchisee Profile	\$2,250	\$2,025	\$1,800	Online profile; Link from cover of interactive online edition
Franchisee Profile	\$1,750	\$1,575	\$1,400	Online profile
"Podcast" Interview (Franchisee or Executive)	\$2,250	\$2,025	\$1,800	Online audio & transcript
Premium "Podcast" Interview	\$2,750	\$2,525	\$2,300	Online audio & transcript, plus dedicated email to candidate list