

# Lovin' Life After 50

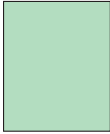
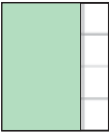
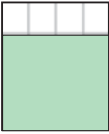
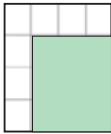
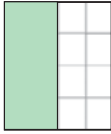
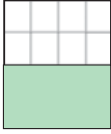
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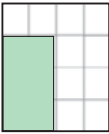
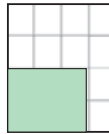
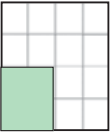
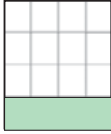
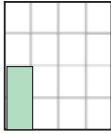
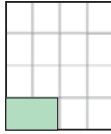
**RATE CARD 30 • 4-COLOR ZONED • EFFECTIVE APRIL 2, 2009**

Metro Phoenix: 1 to 4 zones

Tucson: 1 zone

<b>Full Page</b>					<b>3/4 Page</b>					<b>9/16 Page</b>					<b>1/2 Page</b>				
					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"				
<b>RATE PER INSERTION</b>					<b>RATE PER INSERTION</b>					<b>RATE PER INSERTION</b>					<b>RATE PER INSERTION</b>				
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
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

<b>3/8 Page</b>					<b>1/4 Page</b>					<b>1/8 Page</b>				
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"				
<b>RATE PER INSERTION</b>					<b>RATE PER INSERTION</b>					<b>RATE PER INSERTION</b>				
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
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

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