

# Old-House Journal's NEW OLD HOUSE

## 2008 ADVERTISING RATES

4-COLOR	1X	4X	6X	8X	12X
2-page spread	\$10,590	\$10,180	\$9,630	\$8,845	\$8,477
Full Page	\$6,619	\$6,363	\$6,019	\$5,528	\$5,298
2/3 Page	\$4,578	\$4,317	\$4,087	\$3,826	\$3,659
1/2 Island	\$3,972	\$3,826	\$3,654	\$3,367	\$3,169
1/2 Page	\$3,393	\$3,169	\$2,965	\$2,792	\$2,720
1/3 Page	\$2,333	\$2,245	\$2,156	\$2,041	\$1,874
1/4 Page	\$2,072	\$1,989	\$1,900	\$1,785	\$1,644
1/6 Page	\$1,728	\$1,670	\$1,613	\$1,498	\$1,383
1/12 Page	\$1,096	\$1,049	\$1,007	\$934	\$887

B & W	1X	4X	6X	8X	12X
Full Page	\$4,964	\$4,776	\$4,515	\$4,139	\$3,972
2/3 Page	\$3,440	\$3,242	\$3,064	\$2,871	\$2,741
1/2 Island	\$2,980	\$2,871	\$2,740	\$2,532	\$2,375
1/2 Page	\$2,553	\$2,375	\$2,229	\$2,104	\$2,041
1/3 Page	\$1,759	\$1,686	\$1,623	\$1,540	\$1,404
1/4 Page	\$1,550	\$1,488	\$1,425	\$1,342	\$1,227
1/6 Page	\$1,295	\$1,258	\$1,206	\$1,122	\$1,039
1/12 Page	\$820	\$788	\$757	\$694	\$647

### PREMIUMS

Inside Front Cover:	\$10,962
Inside Back Cover:	\$9,657
Back Cover:	\$12,267
Page 1:	\$6,818
Pages 3, 5:	\$6,752
Pages 7, 9:	\$6,685

### MARKETPLACE

1/12 Page	\$575
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### CLASSIFIED RATES

Display (2" ad)	\$402
Display (1" ad)	\$235
25 word minimum (\$6/word)	\$172

### NEW OLD HOUSE CALENDAR

Ask your advertising representative how you can participate!

*Gross rates.*

### ADVERTISING REPRESENTATIVES

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