

PACIFIC HORTICULTURE -- ADVERTISING RATE SHEET

	Border Dimensions	1x	4x = 10% discount*
Eighth page	2 7/8 x 2 inches	\$125.00	\$112.50 x 4 = \$450.00
Quarter Page	2 7/8 x 4 1/16	\$246.00	\$221.40 x 4 = \$885.60
	Color	\$369.00	\$332.10 x 4 = \$1328.40
Half Page	2 7/8 x 8 1/4 (vertical) or		
	6 x 4 1/16 (horizontal)	\$486.00	\$437.40 x 4 = \$1749.60
	Color	\$729.00	\$656.10 x 4 = \$2624.10
Full Page	6 x 8 1/4	\$960.00	\$864.00 x 4 = \$3456.00
	Color	\$1440.00	\$1296.00 x 4 = \$5184.00
Back Cover	6 x 7 (2/3 page)	\$1125.00	\$1012.50 x 4 = \$4050.00
	Color	\$1631.20	\$1468.08 x 4 = \$5872.32
Classified section \$1.00/word	minimum \$47.00		\$42.30 x 4 = \$169.20

* The 10% discount is for an unchanged ad in four consecutive issues prepaid with order