



2021 Print Rates

GROSS RATES LISTED

4-Color

FREQUENCY	1X	5X	10X	20X
Full Page	7,430	7,030	6,820	6,420
2/3	5,940	5,640	5,480	5,260
1/2	4,690	4,230	4,100	3,830
1/3	2,900	2,820	2,740	2,570
Spread	13,930	13,190	12,790	12,070

Black & White

FREQUENCY	1X	5X	10X	20X
Full Page	5,580	5,270	5,120	4,900
2/3	4,510	4,220	4,100	3,830
1/2	3,450	3,180	3,080	2,850
1/3	2,320	2,120	2,050	1,960

Covers

FREQUENCY	1X	5X	10X	20X
Cover 4	9,260	9,010	8,730	8,130
Cover 2 or 3	8,350	8,100	7,850	7,360

Spot Colors

FREQUENCY	1X	5X	10X	20X
Cover 4	9,260	9,010	8,730	8,130
Cover 2 or 3	8,350	8,100	7,850	7,360

Rates are based on the number of insertions within a calendar year.

TERMS & CONDITIONS

Commissions: Agency commissions are allowed only when *Leader's Edge* is provided ad material to our exact specifications (mechanical and production charges, such as bindery or change plate fees, are not commissionable).

Short-rates and rebates: Advertising will be short-rated if, within a 12-month period from the date of the first insertion, they have not earned the frequency upon which their billings have been based. Conversely, advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have earned a lower frequency rate less than that of which their billings were based upon.

Conflicting instructions: Conflicting insertion and/or material instructions are the liability of the firm placing the order.

Approval of advertising materials: All advertising material is subject to the approval of *Leader's Edge*.

Material instructions: If new material and instructions are not received by the material deadline for an issue in which space has been contracted, *Leader's Edge* will repeat the last ad of the same size run from the advertiser.

Earned Frequency: Digital Insertions do not count towards the print earned frequency rates.

Rate protection: For advertisers with space orders received prior to the announcement of a rate increase, advertisers will be protected at the rates in effect at the time the order was received for the life of the contract (but not to exceed 11 months).