



2022 Print Rates

GROSS RATES LISTED

4-Color

FREQUENCY	1X	5X	10X	20X
Full Page	7,580	7,165	6,960	6,555
2/3	6,065	5,730	5,565	5,245
1/2	4,700	4,440	4,315	4,065
1/3	3,260	3,080	2,990	2,820
Spread	14,210	13,430	13,045	12,290

Covers

FREQUENCY	1X	5X	10X	20X
Cover 4	9,700	9,165	8,905	8,390
Cover 2 or 3	8,715	8,235	8,005	7,540

Rates are based on the number of insertions run within a calendar year. All rates include 4c whether utilized or not. Metallic colors quoted upon request.

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 that upon which their billings were based.

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 1 year).