











BERKSHIRE HOME&STYLE

Rate Card (Effective 1/1/2010)

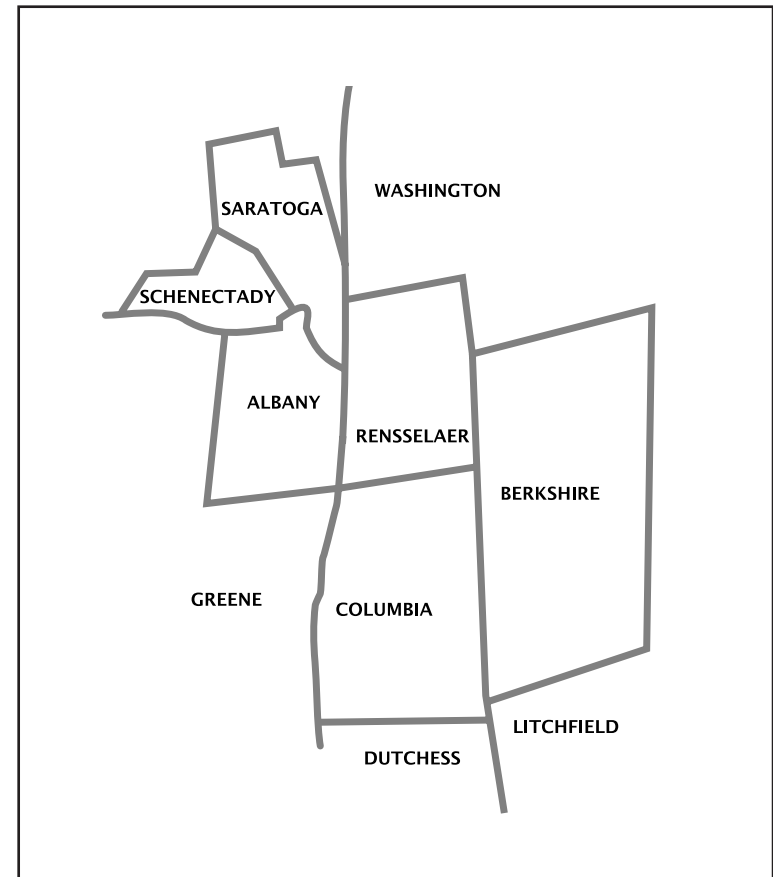
HomeStyle is a five column, tabloid format magazine printed on premium stock, distributed at the beginning of each month. Full color ads are available at 20% over black and white rates.

NUMBER OF INSERTIONS

(Rates are per insertion for black and white.)

	12x	6x	3x	Single Insertion
 Full Page – 5 col. x 12" 9 ⁵ / ₈ " w. x 12" h.	\$1408	\$1482	\$1560	\$1642
 4/5 – 4 col. x 12" 7 ⁷ / ₈ " w. x 12" h.	\$1189	\$1252	\$1318	\$1387
 3/5 – 3 col. x 12" V: 5 ⁷ / ₈ " w. x 12" h.	\$907	\$955	\$1005	\$1058
 1/2 – 5 col. x 6" H: 9 ⁵ / ₈ " w. x 6" h.	\$767	\$807	\$850	\$895
 2/5 – 4 col. x 6 ³ / ₈ " and 2 col. x 12" H: 7 ⁷ / ₈ " w. x 6 ³ / ₈ " h. V: 3 ⁷ / ₈ " w. x 12" h.	\$627	\$660	\$694	\$731
 3/10 – 3 col. x 6 ³ / ₈ " and 2 col. x 9 ³ / ₄ " H: 5 ⁷ / ₈ " w. x 6 ³ / ₈ " h. V: 3 ⁷ / ₈ " w. x 9 ³ / ₄ " h.	\$485	\$511	\$538	\$566
 1/5 – 3 col. x 4 ³ / ₈ " and 2 col. x 6 ³ / ₈ " H: 5 ⁷ / ₈ " w. x 4 ³ / ₈ " h. V: 3 ⁷ / ₈ " w. x 6 ³ / ₈ " h.	\$345	\$363	\$382	\$402
 3/20 – 2 col. x 5" and 1 col. x 9 ³ / ₄ " H: 3 ⁷ / ₈ " w. x 5" h. V: 1 ⁷ / ₈ " w. x 9 ³ / ₄ " h.	\$275	\$289	\$304	\$320
 1/10 – 2 col. x 3" and 1 col. x 6 ³ / ₈ " H: 3 ⁷ / ₈ " w. x 3" h. V: 1 ⁷ / ₈ " w. x 6 ³ / ₈ " h.	\$203	\$214	\$225	\$237
 Business Card – 2 col. x 1 ⁷ / ₈ " and 1 col. x 3 ⁷ / ₈ " H: 3 ⁷ / ₈ " w. x 1 ⁷ / ₈ " h. V: 1 ⁷ / ₈ " w. x 3 ⁷ / ₈ " h.	\$131	\$137	\$145	\$152
Inside Back Cover	\$1809	\$1904	\$2004	\$2110
Inside Front Cover	\$2011	\$2117	\$2229	\$2346
Back Cover	\$2347	\$2471	\$2601	\$2738

BERKSHIRE HOMESTYLE
is distributed throughout our region at over 400 locations.



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