

# AVENUE General Rate Card

**Rate Base = 52,500**

Full Color/Black & White  
Insertion Frequency  
Discount

	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12X</b>
<b>Full Page</b>	8,610	7,760	7,330	7,080	6,890
<b>2/3 Page</b>	6,470	5,820	5,500	5,310	5,180
<b>1/2 Page</b>	5,350	4,820	4,550	4,400	4,280
<b>1/3 Page</b>	4,490	4,050	3,820	3,690	3,590
<b>1/4 Page</b>	3,290	2,970	2,790	2,700	2,630
<b>Double Page Spread</b>	15,070	13,580	12,810	12,380	12,070

Special Positions

	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12X</b>
<b>Back Cover</b>	17,220	15,550	14,660	14,150	13,820
<b>Inside Front Cover</b>	12,940	11,650	11,040	10,650	10,370
<b>Inside Front Spread</b>	17,220	15,550	14,660	14,150	13,820
<b>Gatefold</b>	23,240	20,960	19,780	19,170	18,610
<b>Inside Back Cover</b>	11,210	10,090	9,540	9,200	8,980
<b>RH Opposite T.O.C.</b>	9,480	8,530	8,090	7,790	7,590
<b>RH Opposite Social Calendar</b>	9,476	8,528	8,086	7,787	7,590
<b>Right-Hand Requested Position</b>	+10%				

Manhattan Media reserves the right to increase rates proportionally with increases in the circulation rate base. 15% agency fee applicable to accredited advertising agencies (National Rates Only). Advertising material is subject to Publisher's approval. All special position advertisers must submit art-work for pre-approval.

# AVENUE

Three Decades Inside Manhattan's Most Affluent Society

HOW MADISON AVENUE REACHES PARK AVENUE