

Comics appear in a full-color high quality broadsheet section on Sunday.

Gatefold

(PER THOUSAND)		WITH AN ANNUAL FREQUENCY AGREEMENT			
BOTH SIDES	1 OR 2 DATES	3 TO 5 DATES	6 TO 12 DATES	13 TO 25 DATES	26 + DATES
Full Gate	\$38.16	\$34.44	\$32.58	\$30.72	\$28.30
Half Gate	\$20.93	\$19.08	\$17.90	\$16.94	\$15.70

Gatefold - Single Advertiser

Full color ad space on both sides of a vertical half-page, attached by perforation to the right side of the comics front page.

Image Area: 5.4375" wide by 20" deep, on each side.

1/2 Gatefold

Full color ad space on both sides of a vertical quarter-page, attached by perforation to the right side of the comics front page. The top and the bottom are printed as an A/B split, alternating two advertisers above and below, throughout the run.

Image Area: 5.4375" wide by 9.75" deep, on each side.

Spadeas

(PER THOUSAND)		WITH AN ANNUAL FREQUENCY AGREEMENT			
	1 OR 2 DATES	3 TO 5 DATES	6 TO 12 DATES	13 TO 25 DATES	26 + DATES
Both Pages	\$53.70	\$51.96	\$50.16	\$46.56	\$42.39

Full color ad space on both sides of a full page, folded around the spine of the comics section, with 1/3 of the page visible on the front.

Image Area: Front: 3.208" wide by 20" deep. Back: 7.166" wide by 20" deep. Inside: 11.125" wide by 20" deep.

ROP Ads

(PER AD)		WITH AN ANNUAL FREQUENCY AGREEMENT			
	1 OR 2 DATES	3 TO 5 DATES	6 TO 12 DATES	13 TO 25 DATES	26 + DATES
1/2 page	\$5,221	\$4,553	\$4,119	\$3,685	\$3,258
1/3 page	\$4,437	\$3,869	\$3,502	\$3,133	\$2,770
1/4 page	\$3,654	\$3,187	\$2,566	\$2,580	\$2,281

Fly Sheets

(PER THOUSAND)		WITH AN ANNUAL FREQUENCY AGREEMENT			
	1 OR 2 DATES	3 TO 5 DATES	6 TO 12 DATES	13 TO 25 DATES	26 + DATES
2 pages	\$55.31	\$53.52	\$51.66	\$47.96	\$43.66
4 pages	\$81.83	\$79.19	\$76.44	\$70.95	\$64.61
6 page	\$114.87	\$111.14	\$107.27	\$99.57	\$90.67