

## Rates

## Closing Dates

### Quick Decision Discounts

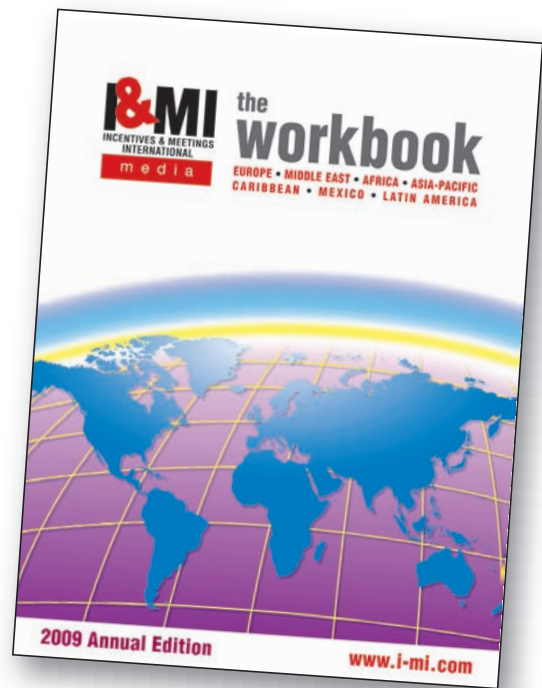
Book by these deadline dates and earn these discounts:

**20%** when booked by Dec 19, 2008

**15%** when booked by Jan 16, 2009

**10%** when booked by Feb 2, 2009

**Final Close:** Feb 13, 2009



### 2009 Advertising Rates in Euro

	4-Color	By Dec 19, 2008 20% Net Rate		By Jan 16, 2009 15% Net Rate		By Feb 2, 2009 10% Net Rate	
<b>Formatted Ads</b>							
1 Full Page	7,485	1,497	5,988	1,123	6,362	748	6,737
2 Page Spread	11,132	2,226	8,906	1,670	9,462	1,113	10,019
<b>Display Ads</b>							
1 Full Display Page	8,806	1,761	7,045	1,321	7,485	881	7,925
2 Page Spread	13,034	2,607	10,427	1,955	11,079	1,303	11,731
<b>Covers</b>							
Inside Front	16,842	3,368	13,474	2,526	14,316	1,684	15,158
Inside Back	13,904	2,781	11,123	2,086	11,818	1,390	12,514
Back Cover	16,842	3,368	13,474	2,526	14,316	1,684	15,158
Regional Tab Dividers	13,904	2,781	11,123	2,086	11,818	1,390	12,514

**Rates for Formatted Ads include all production costs (layout, typesetting, digital imaging, etc.) and inclusion on the award-winning, audited [www.i-mi.com](http://www.i-mi.com) Internet site.**

Formatted Ad Rates are net, non-commissionable. Display Ad Rates, Regional Tab Dividers, and Covers are commissionable at 15% to recognized advertising agencies.

**Ad Space Close: February 13, 2009    Issue Date: April 2009**