



4-COLOR RATES

Effective January 2017

SPACE	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	\$6,450	\$5,980	\$5,750	\$5,620	\$5,500	\$5,280	\$5,110	\$4,910
2/3 Page	\$4,490	\$4,240	\$4,140	\$4,090	\$4,030	\$3,920	\$3,860	\$3,690
Island	\$4,490	\$4,240	\$4,140	\$4,090	\$4,030	\$3,920	\$3,860	\$3,690
1/2 Page	\$3,300	\$3,130	\$3,090	\$2,980	\$2,910	\$2,810	\$2,730	\$2,680
1/3 Page	\$3,100	\$2,900	\$2,740	\$2,600	\$2,530	\$2,490	\$2,400	\$2,360
1/4 Page	\$2,330	\$2,270	\$2,160	\$2,100	\$2,050	\$2,010	\$1,960	\$1,910
1/8 Page	\$1,760	\$1,730	\$1,690	\$1,640	\$1,600	\$1,590	\$1,575	\$1,560

BLACK & WHITE RATES

SPACE	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	\$4,420	\$3,930	\$3,720	\$3,580	\$3,460	\$3,240	\$3,070	\$2,870
2/3 Page	\$3,460	\$3,210	\$3,110	\$3,070	\$3,010	\$2,890	\$2,840	\$2,670
Island	\$3,460	\$3,210	\$3,110	\$3,070	\$3,010	\$2,890	\$2,840	\$2,670
1/2 Page	\$2,380	\$2,210	\$2,160	\$2,040	\$1,990	\$1,870	\$1,795	\$1,730
1/3 Page	\$2,080	\$1,870	\$1,720	\$1,590	\$1,510	\$1,460	\$1,390	\$1,340
1/4 Page	\$1,310	\$1,250	\$1,130	\$1,080	\$1,030	\$1,000	\$940	\$890
1/8 Page	\$740	\$700	\$670	\$620	\$580	\$565	\$550	\$540

2-COLOR RATES

SPACE	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	\$5,220	\$4,740	\$4,530	\$4,380	\$4,270	\$4,050	\$3,870	\$3,670
2/3 Page	\$4,270	\$4,030	\$3,930	\$3,870	\$3,810	\$3,700	\$3,640	\$3,470
Island	\$4,270	\$4,030	\$3,930	\$3,870	\$3,810	\$3,700	\$3,640	\$3,470
1/2 Page	\$3,190	\$3,010	\$3,010	\$2,850	\$2,780	\$2,675	\$2,600	\$2,550
1/3 Page	\$2,890	\$2,675	\$2,530	\$2,390	\$2,315	\$2,270	\$2,190	\$2,140
1/4 Page	\$2,110	\$2,050	\$1,950	\$1,920	\$1,830	\$1,800	\$1,740	\$1,700
1/8 Page	\$1,550	\$1,510	\$1,480	\$1,430	\$1,390	\$1,370	\$1,360	\$1,350

COVER RATES

Cover rates include black and any combination of process colors.

COVER PLACEMENT		
INSIDE FRONT COVER	INSIDE BACK COVER	BACK COVER
\$6,630	\$6,020	\$6,630

CLASSIFIED AD RATES

PF MAGAZINE	PF DIRECTORY 2017		
PER 1.5 INCH	1 INCH	2 INCHES	EACH ADDITIONAL
\$250	\$525	\$700	\$250