

## WEEKDAY/ NON HOLIDAY

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	Color				Color
Full	\$4,500	\$2,305	\$1,810	\$1,890	\$1,225
1/2 Page	\$2,305	\$1,180	\$920	\$970	\$630
1/3 Page	\$1,515	\$770	\$610	\$645	\$415
1/4 Page	\$1,155	\$595	\$465	\$485	\$315
Back Cover*	\$4,950	\$2,535	\$1,990	\$2,080	\$1,350
Inside Front	\$4,725	\$2,420	\$1,900	\$1,985	\$1,285

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	BW				BW
Full	\$3,750	\$1,920	\$1,500	\$1,575	\$1,015
1/2 Page	\$1,925	\$980	\$765	\$810	\$520
1/3 Page	\$1,270	\$650	\$505	\$535	\$340
1/4 Page	\$960	\$490	\$385	\$410	\$265
-	-	-	-	-	-
Inside Front	\$3,940	\$2,015	\$1,575	\$1,655	\$1,065

## WEEKEND/HOLIDAY

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	Color				Color
Full	\$6,475	\$2,535	\$2,590	\$2,725	\$1,755
1/2 Page	\$2,535	\$1,685	\$1,325	\$1,390	\$895
1/3 Page	\$2,185	\$1,115	\$875	\$920	\$595
1/4 Page	\$1,655	\$850	\$660	\$695	\$455
Back Cover*	\$7,125	\$2,790	\$2,850	\$3,000	\$1,930
Inside Front	\$6,800	\$2,660	\$2,720	\$2,860	\$1,845

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	BW				BW
Full	\$5,680	\$2,900	\$2,270	\$2,385	\$1,540
1/2 Page	\$2,900	\$1,485	\$1,165	\$1,225	\$790
1/3 Page	\$1,920	\$980	\$765	\$810	\$520
1/4 Page	\$1,450	\$740	\$580	\$615	\$390
-	-	-	-	-	-
Inside Front	\$5,965	\$3,045	\$2,385	\$2,505	\$1,620

## SPECIAL: TRIPLE CROWN/BREEDERS' CUP

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	Color				Color
Full	\$9,540	\$4,870	\$3,820	\$4,015	\$2,580
1/2 Page	\$4,870	\$2,485	\$1,950	\$2,045	\$1,320
1/3 Page	\$3,215	\$1,645	\$1,285	\$1,355	\$870
1/4 Page	\$2,435	\$1,245	\$980	\$1,025	\$660
Back Cover*	\$10,495	\$5,360	\$4,200	\$4,420	\$2,840
Inside Front	\$10,020	\$5,115	\$4,010	\$4,215	\$2,710

AD SIZE	NATIONAL (EMP)	EASTERN	MIDWEST	PACIFIC	TORONTO SEATTLE VANCOUVER
	BW				BW
ull	\$8,805	\$4,495	\$3,525	\$3,700	\$2,380
1/2 Page	\$4,495	\$2,290	\$1,800	\$1,885	\$1,220
1/3 Page	\$2,965	\$1,510	\$1,190	\$1,250	\$805
1/4 Page	\$2,245	\$1,145	\$900	\$945	\$610
-	-	-	-	-	-
Inside Front	\$9,245	\$4,720	\$3,700	\$3,885	\$2,500

## PREMIUM INVENTORY

	NATIONAL (EMP)		
	Front Cover Takeover	Front Cover Cube	Front Cover Strip
Weekday:	\$5,500**	\$2,500	\$4,000
Weekend:	-	\$3,750	\$4,850

\* Back Cover is available Color only. \*\*Subject to availability

Robert Forbeck  
John Reynolds

859-803-4800  
707-694-2576

National Advertising Director  
West Region Sales Manager

rforbeck@drf.com  
jreynolds@drf.com