

Advertising Rates

Black & White

Frequency	1X	2X	4X
Full Page	1,500	1,325	1,125
2/3 Page	1,000	860	700
1/2 Page	1,650	535	405
1/3 Page	270	180	80

Four Color

Frequency	1X	2X	4X
2 Page Spread	5,450	5,000	4,485
Full Page	2,125	1,905	1,655
2/3 Page	1,500	1,325	1,125
1/2 Page	980	840	685
1/3 Page	525	420	295

Covers

Frequency	1X	2X	4X
Cover 2 (Inside Front)	2,905	2,630	2,320
Cover 3 (Inside Back)	2,595	2,345	2,055
Cover 4 (Back)	3,065	2,780	2,455

KD Web Site Rates	Size (pixels)	File Size	Cost	Duration	Leaderboard
	728x90	35k max.	280.00	1 month	Skyscraper
	160x600	35k max.	225.00	1 month	In-Story
	250x250	35k max.	300.00	1 month	Full Banner
	468x60	35k max.	200.00	1 month	Half Banner
	234x60	35k max.	180.00	1 month	Vertical Banner
	120x240	35k max.	190.00	1 month	

We accept all the following Web ad formats Flash/SWF, JPEG, GIF, PNG.

CPM: cost per 1000 banner impressions