

OUTDOOR LIFE



HOMEOWNER'S BONUS | 2010

HOMEOWNER'S BONUS - IDENTIFIED HOMEOWNERS IN OUR DATABASE AND HIGH CONCENTRATION RESIDENTIAL AREAS NATIONWIDE

Circulation: 500,000

RATES

	Full Page
4/Color	\$50,700
2/Color	\$44,000
B/W	\$40,400

CLOSING DATES

Issue	Ad Close	On Sale
February	11/24/09	1/19/10
March	12/28/09	2/23/10
April	1/25/10	3/23/10
May	2/22/10	4/20/10
June/July	3/25/10	5/26/10
September	6/24/10	8/17/10
October	7/26/10	9/21/10

THIS SELECT EDITION DOES NOT HAVE DEDICATED EDIT AND CAN ONLY RUN FULL PAGES

All rates gross

Rates subject to change

Bleed: Available on all ROB units one-third page or larger; add 10% to the gross rate.