

ARMCHAIR GENERAL

2010 ADVERTISING RATES

2010 ISSUE DATES

Issue	Space Close	Run of Book Ad Material Due	Post Exchange Ad Material Due	On-Sale Date
February/March 2010	11/16/09	11/23/09	11/23/09	1/19/10
April/May	1/11/10	1/18/10	1/18/10	3/16/10
June/July	3/15/10	3/22/10	3/22/10	5/18/10
August/September	5/17/10	5/24/10	5/24/10	7/20/10
October/November	7/12/10	7/19/10	7/19/10	9/14/10
December/January 2011	9/7/10	9/14/10	9/14/10	11/9/10

DISPLAY AD RATES

Four Color	1x	3x	6x	9x	12x	18x	24x	36x
Page	\$1,931	\$1,776	\$1,699	\$1,602	\$1,506	\$1,409	\$1,313	\$1,255
2/3 Page	\$1,448	\$1,332	\$1,274	\$1,202	\$1,129	\$1,057	\$985	\$941
1/2 Page	\$1,110	\$1,021	\$977	\$921	\$866	\$810	\$755	\$722
Cover 3	\$2,534	\$2,331	\$2,230	\$2,103	\$1,976	\$1,850	\$1,723	\$1,647
Cover 4	\$3,016	\$2,775	\$2,654	\$2,504	\$2,353	\$2,202	\$2,051	\$1,961
Black & White	1x	3x	6x	9x	12x	18x	24x	36x
Page	\$1,544	\$1,421	\$1,359	\$1,282	\$1,205	\$1,127	\$1,050	\$1,004
2/3 Page	\$1,158	\$1,066	\$1,019	\$961	\$903	\$846	\$788	\$753
1/2 Page	\$888	\$817	\$781	\$737	\$693	\$648	\$604	\$577

POST EXCHANGE RATES

Four Color	1x	3x	6x	9x	12x	18x	24x	36x
1/3 Page	\$837	\$770	\$736	\$694	\$653	\$611	\$569	\$544
1/6 Page	\$502	\$462	\$442	\$417	\$392	\$366	\$341	\$326
1/12 Page	\$276	\$254	\$243	\$229	\$215	\$202	\$188	\$179
1/24 Page	\$135	\$124	\$119	\$112	\$105	\$99	\$92	\$88
Black & White	1x	3x	6x	9x	12x	18x	24x	36x
1/3 Page	\$669	\$616	\$589	\$555	\$522	\$489	\$455	\$435
1/6 Page	\$402	\$369	\$353	\$333	\$313	\$293	\$273	\$261
1/12 Page	\$221	\$203	\$194	\$183	\$172	\$161	\$150	\$144
1/24 Page	\$108	\$99	\$95	\$90	\$84	\$79	\$73	\$70



FALLEN HEROES FUND

Armchair General has agreed to donate 10% of its profits to the Intrepid Museum's Fallen Heroes Fund, an organization that gives financial support to the spouse of any soldier lost while serving in the War on Terror.

08/26/05 Ver. 1

