

# 2011 CALENDAR & RATES

ISSUE	FEATURES	AD CLOSE	DISTRIBUTION
Jan/Feb	Valentine's Day menu for two with wine pairing.	12/1/2010	1/15/2011
Mar/Apr	Fresh herbs in cocktails and cooking, cocktail garden. Chocolate in cooking.	2/1/2011	3/15/2011
May/June	Wedding trends, catering and champagne cocktails.	4/1/2011	5/15/2011
July/Aug	Global cuisine (European, Asian), day trips (Chinatown, Olvera St.)	6/1/2011	7/15/2011
Sept/Oct	Catering holiday parties (do's/don'ts). Fall harvest.	8/1/2011	9/15/2011
Nov/Dec	The Holiday Issue. Thanksgiving, Christmas and New Years.	10/1/2011	11/15/2011

PRINT RATES	1x	3x	6x	12x
<b>4 Color</b>				
Covers 2,3,4	\$1,645	\$1,575	\$1,520	\$1,465
Full page	\$1,310	\$1,215	\$1,185	\$1,165
2/3 page	\$1,140	\$1,085	\$1,030	\$990
1/2 page	\$975	\$930	\$885	\$850
1/3 page	\$810	\$770	\$740	\$695
1/6 page	\$695	\$660	\$630	\$610
<b>BW</b>				
Covers 2,3,4	\$1,330	\$1,265	\$1,210	\$1,150
Full page	\$1,080	\$1,020	\$970	\$930
2/3 page	\$920	\$860	\$810	\$760
1/2 page	\$760	\$720	\$675	\$640
1/3 page	\$605	\$575	\$546	\$495
1/6 page	\$405	\$385	\$365	\$335

WEB RATES	3x (MINIMUM)	NOTES	EMAIL RATES	1X
187 x 187 pixel button	\$325	Right sidebar. 5 max ads in rotation.	Dedicated	\$350
435 x 60 pixel banner	\$250	Feature column. 10 max ads in rotation.	1 of 3	\$69
<i>Receive premium placement on Great Taste's Home Page. Our website receives approximately 14,000 page views per month.</i>			<i>Sent out bi-weekly to 5,000 foodies.</i>	