

VIZON ERKEK // 2007 GENERAL RATES

RATE BASE: 20,000

<i>Premium Positions</i>	<i>Full Page 4C</i>	<i>3 X</i>	<i>6 X</i>	<i>12 X</i>
		<i>%5</i>	<i>%12</i>	<i>%30</i>
Cover 4	\$ 9,000	\$ 8,550	\$ 7,920	\$ 6,300
Cover 2	\$ 7,500	\$ 7,125	\$ 6,600	\$ 5,250
Cover 3	\$ 6,750	\$ 6,413	\$ 5,940	\$ 4,725
Cover 2 Spread	\$ 20,000	\$ 19,000	\$ 17,600	\$ 14,000
Insert <up to 10 pages>	\$ 9,000	\$ 8,550	\$ 7,920	\$ 6,300
Mast	\$ 4,950	\$ 4,703	\$ 4,356	\$ 3,465
Banner	\$ 750	\$ 713	\$ 660	\$ 525
Mini Banner	\$ 375	\$ 356	\$ 330	\$ 263
<i>Primary Section</i>				
2-page spread	\$ 8,100	\$ 7,695	\$ 7,128	\$ 5,670
One Page	\$ 4,950	\$ 4,703	\$ 4,356	\$ 3,465
1/4 Page	\$ 1,900	\$ 1,805	\$ 1,672	\$ 1,330
1/3 Page	\$ 2,250	\$ 2,138	\$ 1,980	\$ 1,575
1/2 Page	\$ 3,000	\$ 2,850	\$ 2,640	\$ 2,100
<i>Standart Section</i>				
2-page spread	\$ 6,750	\$ 6,413	\$ 5,940	\$ 4,725
One Page	\$ 4,100	\$ 3,895	\$ 3,608	\$ 2,870
1/4 Page	\$ 1,500	\$ 1,425	\$ 1,320	\$ 1,050
1/3 Page	\$ 1,900	\$ 1,805	\$ 1,672	\$ 1,330
1/2 Page	\$ 2,450	\$ 2,328	\$ 2,156	\$ 1,715

* Agency commision is %25 to all recognized advertising agencies

* These rates and all advertising transactions are subject to Vizon's Copy & Contract Regulations.