

In 1980...

"Whatever starts in California unfortunately has an inclination to spread."

- Jimmy Carter

Cost of a new home: \$76,400 (now: \$276,900)

Median Household Income: \$17,710 (now: \$70,354)

Cost of a first-class stamp: 15¢ (now: 44¢)

Cost of a gallon of regular gas: \$1.25 (now: \$2.50-\$2.80)

Cost of a dozen eggs: 91¢ (now: \$2.50-\$3.00)

Cost of a gallon of milk: \$2.16 (now: \$3.50-\$4.31)

MOTOR CYCLE INDUSTRY

NOW INCLUDING



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2010 STANDARD SIZE RATES

Prices listed for each insertion.

Lower rates available for increased frequency.

Size	1x	3x	6x	9x	12x
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4-color

FP	3285	3235	3160	3130	3080
2/3	2885	2830	2765	2715	2650
1/2	2245	2200	2155	2111	2065
1/3	1965	1915	1895	1865	1830
1/4	1830	1795	1765	1735	1710
1/6	1605	1570	1540	1510	1475
1/12	1100	1080	1060	1040	1020

2-color

FP	2720	2675	2620	2570	2515
2/3	2310	2270	2220	2170	2125
1/2	1670	1640	1600	1560	1515
1/3	1390	1370	1340	1320	1300
1/4	1260	1230	1205	1180	1160
1/6	1100	1080	1060	1040	1020
1/12	900	880	860	840	820

B/W

FP	2190	2125	2080	2040	1985
2/3	1795	1750	1675	1640	1580
1/2	1155	1120	1075	1040	995
1/3	865	830	800	770	735

Size	1x	3x	6x	9x	12x
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B/W, Continued

1/4	735	710	690	670	650
1/6	575	555	535	515	495
1/12	430	420	410	400	390

Inserts

2 or 4 page insert	1735
6 or 8 page insert	2555
Over 8 pages	Call for bid

Size	Bleed	Trim	Live Copy
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Full Page	8.625 x 11	8.375 x 10.75	7.5 x 10
2-Pg Spread	17 x 11	16.75 x 10.75	16 x 10
2/3 Page	5.625 x 11	5.5 x 10.75	5 x 10
1/2V	N/A	N/A	5 x 7.5
1/2H	8.625 x 5.525	8.375 x 5.4	7.5 x 5
1/3V	2.925 x 11	2.8 x 10.75	2.375 x 10
1/3H	N/A	N/A	5 x 5
1/4V	N/A	N/A	3.5 x 5
1/4H	N/A	N/A	5 x 3.5
1/6V	N/A	N/A	2.375 x 5
1/6H	N/A	N/A	5 x 2.5
1/12 Page	N/A	N/A	2.375 x 2.5

All dimensions are listed in inches as width x height.

