

2010 ADVERTISING RATES

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2010 Display Rates

Digital/Camera ready. Based on number of issues per year Standard & Budgets B&W only. See mechanical requirements for sizes.

Black & White (color)	1X	3X	6X
Full Page	\$690 (850)	\$600 (720)	\$530 (595)
3/4 Page	580 (725)	520 (650)	450 (550)
2/3 Page	490 (625)	430 (570)	380 (480)
1/2 Page	370 (510)	330 (460)	285 (385)
1/3 Page	300 (440)	260 (390)	225 (320)
1/4 Page	240 (380)	205 (335)	180 (270)
1/6 Page	160 (280)	145 (255)	125 (195)
Standard	140 (235)	125 (220)	105 (175)
Budget	80	75	65
Super Budget	55	50	45

Products & Services Marketplace

Flat rate of \$29.00 per insertion. Add \$10 for color.
Size: 1.25" high by 2.25" wide.

Cover Positions

Cover II	\$975.00
Cover III	\$875.00
Cover IV	\$1150.00

No extra charges for color. 15% DISCOUNT for 6X commitment. Cover closing dates are one week before regular advertising closing dates.

General Information

CONTRACTS: Contracts are based on a 12-month period beginning with the first insertion. Advertisers will be short-rated if they do not run in the number of issues required to earn the rate upon which their billings have been based. Advertisers will be rebated if, within a 12-month period, they advertise in more issues than the rate upon which their billings have been based.
RATE PROTECTION: The Publisher will not impose any rate

increases during the term of a 12-month contract.

TERMS: All terms are 30 days from billing. Invoices are sent when issue ships. Payment must be in USD funds.

AGENCIES: If desired, we will bill according to your standard client markup.

PREFERRED POSITIONS: Available at a premium. Contact publisher for price and availability.

ERRORS: Publisher is not responsible for errors resulting from non-typed or illegible copy. Publisher's liability for errors shall not exceed the cost of the advertisement in which the error occurred.

PUBLISHER'S PROTECTIVE CLAUSE: Publisher reserves the right to reject advertising. The advertiser agrees to indemnify the Publisher and hold harmless from any and all demands, claims or suits arising out of the publication of any advertising accepted and from any loss, cost, damage or expense, including attorneys' fees, sustained by the publisher in connection with any such demand, claim or suit. Publisher will not be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear from any cause. No conditions, printed or otherwise, appearing on an order for advertising space which conflict with the Publisher's policies will be binding on the Publisher.

Mechanical Requirements

Editorial Sections

Full page: 7.5" W X 10" H
2/3 pg vertical: 4.5" X 10"
2/3 pg horizontal: 7.5" X 6.5"
1/2 pg vertical: 3.75" X 10"
1/2 pg horizontal: 7.5" X 5"
1/2 pg island: 4.5" X 7.5"
1/3 pg horizontal: 7.5" x 3.25"
1/3 pg vertical: 2.25" x 10"
1/3 pg island: 4.5" X 5"
1/4 pg horizontal: 7.5" X 2.5"
1/4 pg vertical: 3.75" x 5"
1/6 pg vertical: 2.25" X 5"
1/6 pg horizontal: 7.5" x 1.75"
Std: 4.5" x 1.5" or 2.25 x 3"
Budget: 2.25" x 2.25"

Pricing & Auction Results Section

Full page: 7.5" W X 10"H
3/4 pg vertical: 5.375" X 10"
3/4 pg horizontal: 7.5" X 7.5"
1/2 pg vertical: 3.5" X 10"
1/2 pg horiz: 7.5" X 5"
1/2 pg island: 5.375" X 6.5"
1/3 pg horiz: 7.5" X 3.375"
1/3 pg vertical: 3" X 8.5"
1/3 pg island: 4.5" X 5"
1/4 pg horizontal: 7.5" X 2.5"
1/4 pg vertical: 3" X 5"
Std. vertical: 1.45" X 5.5"
Std. horizontal: 4.5" X 2"
Standard: 3" X 3"
Budget: 1.45" X 2.5"
Super Budget: 1.45" X 1.75"

Editorial Section: Three columns per page, 2.25" each in width. 1/4" gutter between columns.

Pricing Section: Five columns per page, 1.45" each in width, 1/8" gutter between columns.

Preferred Digital Formats: PDF, tiff

Trim size: 8.125" Wide X 10.75" High; Add at least 1/4" to all sides for bleeds; 133-line screen is recommended.

2010 Advertising Calendar

ISSUE	COPY DUE	ON-SALE
February '10	November 9	December 15
April '10	January 8	February 16
June '10	March 5	April 13
August '10	May 7	June 15
October '10	July 9	August 17
December '10	September 10	October 19
February '11	November 8	December 14