

2008

Letter from the Editor

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General Advertising Rates

SPACE	1x	3x	6x	12x	18x	24x	30x
1 page	\$3,710	\$3,520	\$3,360	\$3,110	\$2,980	\$2,895	\$2,810
2/3 page	\$3,235	\$3,070	\$2,920	\$2,715	\$2,600	\$2,525	\$2,450
1/2 Isl	\$2,790	\$2,650	\$2,525	\$2,350	\$2,255	\$2,185	\$2,120
1/2 page	\$2,525	\$2,395	\$2,280	\$2,120	\$2,035	\$1,970	\$1,915
1/3 page	\$1,930	\$1,840	\$1,750	\$1,630	\$1,560	\$1,515	\$1,470
1/4 page	\$1,560	\$1,495	\$1,420	\$1,315	\$1,260	\$1,225	\$1,190
1/6 page	\$820	\$775	\$740	\$685	\$655	\$640	\$620
Product Guide (NET)	\$1,025						

COLOR RATES	SPREAD	
Standard/matched inks	\$475	\$650
4-color	\$850	\$1,250
Metallic Colors	\$900	\$1,400

PREFERRED POSITIONS	
Guaranteed Position	10% Premium
Inside cover	\$515
Back cover	\$590

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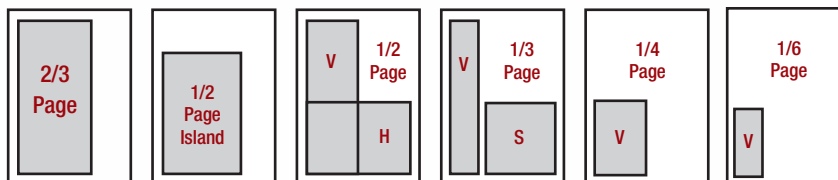
Contact Us

Mechanical Requirements

	Live Area	Trim Size	Bleed Size
2 page	15 1/2" x 10 1/4"	15 3/4" x 10 3/4"	16" x 11"
1 page	7 3/8" x 10 1/4"	7 7/8" x 10 3/4"	8 1/8" x 11"
2/3 page	4 5/16" x 10"		
1/2 page island	4 5/16" x 7 1/2"		
1/2 page vertical	3 3/8" x 10"		
1/2 page horizontal	7" x 4 7/8"		
1/3 page vertical	2 3/16" x 10"		
1/3 page square	4 5/16" x 4 7/8"		
1/4 page vertical	3 3/8" x 4 7/8"		
1/6 page vertical	2 3/16" x 4 7/8"		

Product Directory Mechanical Requirements (Tabloid Size)

	Live Area	Trim Size	Bleed Size
1 page	8 7/8" x 12"	10" x 13"	10 1/8" x 13 1/4"



Production Requirements

Preferred Ad Format: Press-ready PDF/PDFx-1a – Four-color material must be CMYK. Two-color material must be K + PMS or standard color.

Color Proofs: For accurate color proofing on press, please provide a Fuji PictroProof, Imation Matchprint, Kodak Approval, or any other SWOP color proof by the materials deadline.

Production Charges: No charge for properly supplied digital files prepared in accordance with the publisher's requirements. The advertiser may be charged for any work required to update the advertiser's provided files to meet our requirements. Any corrections are billed back to the advertiser at the publisher's cost.

Ad Materials Policy: Ad materials submitted by the materials due date will be inspected for adherence to the publisher's ad specifications. If materials are out of spec, the advertiser will be notified and new materials will be requested. If ad materials are received after the materials due date, the publisher will take reasonable measures to contact the advertiser to promptly supply new materials. Or the advertiser will be given the option to have the publisher correct the materials at the advertiser's expense, or to run the ad "as is" with the publisher assuming no responsibility for the accuracy or readability of the ad.

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Issuance, Closing Date, and Cancellation

Published 10 times per year with a product guide. Cancellations are required in writing prior to the published ad closing date. Cover positions can be canceled only with a 90-day written notice before the closing date.

Inserts

Check with advertising representative for ad space cost, plus bindery charge.

Rate Adjustments

If, within the contract year, more or fewer units are used than were contracted, the rate will be adjusted to reflect the actual number of units used.

Payment Terms

Credit card payments by MasterCard, Visa, American Express, and Discover are accepted. Ad work may be billed separately. Agency commission: 15% of gross billing on invoices paid in accordance with the terms stated is allowed to recognized agencies on space, color, bleed, and position. No commissions allowed on conversion charges, reprints, or any mechanical operations. Agency commission is forfeited on invoices not paid in accordance with the terms stated.

General

All advertisements are accepted and published by the publisher based on the representations and warranties of the agency and/or the advertiser that such agency and/or advertiser has the right to publish, and are authorized to give to publisher the right to publish, the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify the publisher and hold the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, trademark/service mark infringement, liability for use of classified material, and any other claims based on or related to the contents or subject matter of such advertisements.

The publisher expressly disclaims any liability, and assumes no liability, if for any reason it becomes necessary to omit an advertisement.

No conditions other than those set forth in this rate card shall be binding on the publisher unless they are specifically agreed to in writing by the publisher. The publisher will not be bound by the conditions that are printed or appear on order blanks or copy instructions that conflict with provisions of this rate card.

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Web Site Advertising

All online ad material must be prepared to the image and file-size specifications listed below. We accept the following file formats: Flash (FLA, SWF) FLA is needed for all flash material to ensure tracking, JPG, animated GIF, or HTML. Flash (SWF) files are not accepted for e-newsletters. Alternate text for all online material cannot exceed 50 characters.

SPECS

Lead Banner

Image size: 730 x 90 pixels
Maximum file size: 100k

Banner

Image size: 468 x 60 pixels
Maximum file size: 100k

Road Block

Image size: 336 x 280 pixels
Maximum file size: 100k

Tower

Image size: 160 x 600 pixels
Maximum file size: 100k

Mini Tower

Image size: 160 x 295 pixels
Maximum file size: 75k

Button

Image size: 160 x 145 pixels
Maximum file size: 70k

Page Peel

Three image dimensions are needed in pixels (in order of appearance, width x height):
160 x 120 pixels - flash SWF (animated)
800 x 600 pixels
300 x 200 pixels

E-newsletter Sponsors and Advertisers

All online ad material must be prepared to the image and file-size specifications listed below. We accept the following file formats: JPG, GIF, animated GIF, or HTML. Flash (SWF) files are not accepted for e-newsletters. Alternate text for all online material cannot exceed 50 characters.

SPECS

Lead Banner

Image size: 730 x 90 pixels
Maximum file size: 100k

Tower

Image size: 160 x 600 pixels
Maximum file size: 100k

Product/Logo Image

Image size: 120 x 60 pixels
Maximum file size: 30k

Text and Links

50 words maximum
8 lines maximum
5 URLs/links maximum
Minimal formatting: Bold, Italics,
and bullet points

Logo

Image size: 100 x 60 pixels
Maximum file size: 30k