

2009 Advertising Rates & Specifications

| B/W PRINT RATES | 1x | 3x | 6x | 12x | 18x |
|-----------------|---------|---------|---------|---------|---------|
| Full page | \$ 6580 | \$ 6300 | \$ 6060 | \$ 5820 | \$ 5600 |
| 2/3 page | 5200 | 5000 | 4800 | 4560 | 4430 |
| 1/2 pg.(island) | 4890 | 4690 | 4460 | 4330 | 4150 |
| 1/2 page | 4290 | 4120 | 3960 | 3800 | 3640 |
| 1/3 page | 2880 | 2760 | 2640 | 2550 | 2430 |
| 1/4 page | 2370 | 2270 | 2190 | 2080 | 2010 |
| Cover 2* | | 9520 | 9140 | 8790 | |
| Cover 3* | | 9200 | 8840 | 9490 | |
| Cover 4* | | 9780 | 9390 | 9020 | |

*Includes Bleed and Color

Color Rates

4-Color or 3-Color Process
Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.

| | |
|--------------|--------|
| Per Page | \$1950 |
| Per Spread | \$2420 |
| Per 1/2 page | \$1250 |

Special Color
Additional charge for any special color and black.

| | |
|--------------|--------|
| Per Page | \$1370 |
| Per Spread | \$1720 |
| Per 1/2 page | \$910 |

Insert Rates Contact Publisher for more information.

Classified Rates

Boxed/display ads. One inch minimum. All classified ads are payable with copy and are non-commissionable. Net rates listed. Color is additional charge.

| | 1x | 3x | 6x | 12x |
|----------|-------|-------|-------|-------|
| Per Inch | \$185 | \$165 | \$155 | \$140 |

WEBSITE RATES

| | 6x | 12x |
|------------------------|---------|---------|
| Banner Ad | \$ 1456 | \$ 1352 |
| Tile Ad | 962 | 933 |
| Sponsor Button | 1274 | 1196 |
| Skyscraper Ad | 1980 | 1880 |
| Article Sponsorship Ad | 2288 | 2185 |

Website Specs

| | | |
|-------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|------------------|
| Web Specs: | Banner ad | 468 x 60 pixels |
| | Tile Ad | 125 x 125 pixels |
| | Sponsor Button | 120 x 60 pixels |
| | Skyscraper Ad | 120 x 240 pixels |
| | Article Sponsorship Ad | 300 x 250 pixels |
| File Size: | 20K or less (JPG or GIF file); 30K or less (SWF file) | |
| Colors: | 256 colors or less | |
| Resolution: | 72 DPI | |
| File Formats: | JPG, GIF (static or animated) SWF (Adobe Flash must include .FLA file) | |
| Animation within ad unit: 30 seconds maximum without being re-initiated by the user; 15 seconds max for total animation | | |

MULTIMEDIA ADVERTISER PROGRAM - Lower Combined Rates! (Requires total investment of \$28,000)

| B/W PRINT RATES | 6x | 12x | 18x |
|-----------------|---------|---------|---------|
| Full page | \$ 5825 | \$ 5600 | \$ 5380 |
| 2/3 page | 4620 | 4390 | 4265 |
| 1/2 pg.(island) | 4285 | 4160 | 3995 |
| 1/2 page | 3810 | 3650 | 3500 |
| 1/3 page | 2540 | 2450 | 2340 |
| 1/4 page | 2110 | 2000 | 1935 |
| Cover 2* | 8790 | 8450 | |
| Cover 3* | 8500 | 8165 | |
| Cover 4* | 9025 | 8675 | |

| WEBSITE RATES | 6x | 12x |
|------------------------|---------|---------|
| Banner Ad | \$ 1400 | \$ 1300 |
| Tile Ad | 925 | 897 |
| Sponsor Button | 1225 | 1150 |
| Skyscraper Ad | 1900 | 1800 |
| Article Sponsorship Ad | 2200 | 2100 |

*Includes Bleed and Color

Mechanical Information

| | |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Trim Size | 8" X 10-3/4" Vital advertising material should be kept at least 1/4" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter. |
| Printing | Body forms and covers heat-set web offset. |
| Binding | Saddle-stitched. Jogs to head. |

Advertising Space Sizes

| NON-BLEED | INCHES (width x depth) | BLEED | INCHES (width x depth) |
|-------------------|---------------------------|-------------------|---------------------------|
| Full Page | 7" x 10" | Full Page | 8-1/4" x 11" |
| 2/3 Page | 4-1/2" x 10" | 2/3 Page | 5-3/16" x 11" |
| 1/2 Page (vert.) | 3-3/8" x 10" | 1/2 Page (vert.) | 4" x 11" |
| 1/2 Page (horiz.) | 7" x 4-7/8" | 1/2 Page (horiz.) | 8-1/4" x 5-3/8" |
| 1/2 Page (island) | 4-1/2" x 7-1/2" | | |
| 1/3 Page (vert.) | 2-1/4" x 10" | Spread Bleed | 16-1/4" x 11" |
| 1/3 Page (square) | 4-1/2" x 4-7/8" | | |
| 1/3 Page (horiz.) | 7" x 3-3/8" | | |
| 1/4 Page (square) | 3-3/8" x 4-7/8" | | |
| 1/4 Page (horiz.) | 7" x 2-3/8" | | |

Above sizes allow for 1/8" bleed on all sides.
Gutter bleed only - each side 7-5/8" X 10"

Production Information

SWOP Specifications Apply.

- **Digital File Submission:** All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Advertising Manager at (847) 405-4000 for specifications and directions for downloading ads.
- **Ad Materials:** High Resolution PDF-X1a files with fonts and images embedded, CMYK, 300 dpi. Advertisers must provide a go-by for identification purposes.
- **Certified Color Press Proof:** All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.
- **Production Charges:** Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.
- **Material Storage:** Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.
- **Agency Commission:** 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.
- **Short Rates and Rebates:** Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.
- **Cancellation Policy:** No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.
- **Issue and Closing Dates:** Issues are published 12 times a year. See editorial calendar for closing dates.

Ship Materials, Insert Samples, Insertion Orders, etc. to:

BNP Media, 155 N Pflingsten Road, Suite 205, Deerfield, IL 60015
Attn: Rosemary Gess, E: gessr@bnpmedia.com, P: 847-405-4117

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HARPER | MITCHELL | TAGGART
HENDERSON

BNP Media helps people succeed in business with superior information.

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