

# Rates & Specifications

## 2009 Display Advertising Rates\*

\*NOTE: Prices include four-color and are gross, subject to the 15% agency commission allowance.

4-Color Process	1X	3X	6X	12X	18X	24X	36X	48X
Full Page Spread	\$26,630	26,152	24,983	24,326	23,369	22,724	21,934	21,565
1/2 Page Spread	17,426	17,060	16,480	16,124	15,579	15,211	14,377	14,277
Full Page	13,315	13,076	12,491	12,163	11,684	11,362	10,967	10,783
2/3 Page	10,327	10,088	9,726	9,504	9,147	8,919	8,675	8,557
1/2 Page	8,713	8,530	8,240	8,062	7,790	7,606	7,188	7,139
1/3 Page	6,800	6,682	6,482	6,354	6,159	6,042	5,781	5,742
1/4 Page	5,948	5,843	5,675	5,586	5,431	5,336	5,130	5,064
1/6 Page	4,891	4,831	4,712	4,635	4,534	4,468	4,279	4,262



## PRINT AD SPECIFICATIONS

AD SIZE	FULL PAGE SPREAD	HALF PAGE SPREAD	FULL PAGE	2/3 PAGE	1/2 PAGE ISLAND	1/2 PAGE VERTICAL
TRIM (W x H)	16" x 10.5" 406mm x 267mm	16" x 5.25" 406mm x 133mm	8" x 10.5" 203mm x 267mm	—	—	—
BLEED	16.25" x 10.75" 413mm x 274mm	16.25" x 5.5" 413mm x 140mm	8.25" x 10.75" 210mm x 274mm	5.25" x 10.75" 133mm x 274mm	5.25" x 8.25" 133mm x 210mm	4.125" x 10.75" 105mm x 274mm
LIVE AREA	15" x 9.5" 381mm x 241mm	15" x 5" 381mm x 127mm	7" x 9.5" 178mm x 241mm	4.5" x 9.5" 114mm x 241mm	4.5" x 7.375" 114mm x 187mm	3.375" x 9.5" 86mm x 241mm

AD SIZE	1/2 PAGE HORIZONTAL	1/3 PAGE VERTICAL	1/3 PAGE SQUARE	1/3 PAGE HORIZONTAL	1/4 PAGE	1/6 PAGE
TRIM (W x H)	—	—	—	—	—	—
BLEED	8.25" x 5.5" 210mm x 140mm	—	—	—	—	—
LIVE AREA	7" x 4.875" 178mm x 124mm	2.25" x 9.5" 57mm x 241mm	4.5" x 4.875" 114mm x 124mm	7" x 3.3125" 178mm x 84mm	3.375" x 4.875" 86mm x 124mm	2.25" x 4.875" 57mm x 124mm

All text, logos, borders and boxes that do not bleed should stay within the live area. No charge for bleed.

### METHOD OF PRINTING

Web Offset

### BINDING

Perfect Binding, 1/8" off backbone

### PAPER

Cover: 80 lb. text weight coated, Body Pages: 34.5 lb. text weight coated

### INSERTS

The maximum stock weight accepted for inserts is 80 lb. book. Standard size, bound-in inserts must be furnished at 8 1/4" x 10 3/4" allowing for a 1/4" trim on all sides. Special printing on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as a complete 2 page insert. Consult the Production Manager at +1.918.831.9735 for more information.

### STORING OF ADVERTISING MATERIAL

Advertising material will be stored for 12 months and then destroyed unless otherwise advised. For more information on PennWell's electronic ad specs visit <http://digitalads.pennwell.com> and click on Spec sheet.

### PREMIUMS FOR COVER & OTHER POSITIONS

INSIDE FRONT COVER	\$1,224
INSIDE BACK COVER	\$556
BACK COVER	\$1,290
ISLAND	\$556

### DISCOUNTS

BLACK & WHITE	\$2,609
2 COLOR	\$1,269

### CLASSIFIED ADVERTISING

Contact Glenda Harp for rates at 1-800-331-4463 ext. 6301

\*Three Methods for Ad Material Submission on Back Panel