

Rates & Specifications

2010 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	\$13,715	13,470	12,870	12,530	12,035	11,705	11,300	11,110
2/3 Page	10,640	10,395	10,020	9,790	9,425	9,190	8,940	8,815
1/2 Page	8,975	8,790	8,490	8,305	8,025	7,835	7,405	7,355
1/3 Page	7,005	6,885	6,680	6,545	6,345	6,225	5,955	5,915
1/4 Page	6,130	6,020	5,850	5,755	5,595	5,500	5,285	5,220
1/6 Page	5,040	4,980	4,855	4,775	4,675	4,605	4,410	4,390
Full Page Spread	27,430	26,940	25,735	25,060	24,075	23,410	22,595	22,215
1/2 Page Spread	17,950	17,575	16,975	16,610	16,050	15,670	14,810	14,710



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 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 1/8" 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	\$1,265
INSIDE BACK COVER	\$575
BACK COVER	\$1,330
ISLAND	\$575

DISCOUNTS

BLACK & WHITE	\$2,690
2 COLOR	\$1,310

CLASSIFIED ADVERTISING

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

*Three Methods for Ad Material Submission on Back Panel