

2010 Advertising Rates & Specifications

B/W PRINT RATES	1x	3x	6x	12x	18x
1 page	\$ 4200	\$ 4060	\$ 3850	\$ 3430	\$ 3280
2/3 page	3880	3710	3530	3090	2810
1/2 pg.(island)	3010	2890	2740	2440	2160
1/2 page	2510	2470	2380	2180	2000
1/3 page	1830	1770	1700	1470	1320
1/4 page	1500	1440	1370	1230	1090
Cover 2*		5830	5750	5300	
Cover 3*		5720	5560	5250	
Cover 4*		5920	5750	5450	

*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	\$ 2100
Per Spread	\$ 3530
Per 1/2 page	\$ 1360

Special Color

Additional charge for any special color and black.

Per Page	\$ 1550
Per Spread	\$ 2770
Per 1/2 page	\$ 1160

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	\$165	\$140	\$130	\$120

Mechanical Information

Trim Size	8" X 10-3/4"
Printing	Body forms and covers heat-set web offset.
Binding	Saddle-stitched. Jogs to head.

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.

Advertising Space Sizes

NON-BLEED	INCHES (width x depth)	MILLIMETERS (width x depth)
Full Page	7" x 10"	178 mm x 254 mm
2/3 Page	4-1/2" x 10"	114 mm x 254 mm
1/2 Page (vert.)	3-3/8" x 10"	86 mm x 254 mm
1/2 Page (horiz.)	7" x 4-7/8"	178 mm x 125 mm
1/2 Page (island)	4-1/2" x 7-1/2"	114 mm x 190 mm
1/3 Page (vert.)	2-1/4" x 10"	58 mm x 254 mm
1/3 Page (square)	4-1/2" x 4-7/8"	114 mm x 125 mm
1/3 Page (horiz.)	7" x 3-3/8"	178 mm x 86 mm
1/4 Page (square)	3-3/8" x 4-7/8"	86 mm x 125 mm
1/4 Page (horiz.)	7" x 2-3/8"	178 mm x 62 mm

BLEED	INCHES (width x depth)	MILLIMETERS (width x depth)
Full Page	8-1/4" x 11"	210 mm x 280 mm
2/3 Page	5-3/16" x 11"	132 mm x 280 mm
1/2 Page (vert.)	4" x 11"	102 mm x 280 mm
1/2 Page (horiz.)	8-1/4" x 5-3/8"	210 mm x 137 mm
Spread Bleed	16-1/4" x 11"	410 mm x 280 mm

Above sizes allow for 1/8" bleed on all sides.

Ship Materials, Insert Samples, Insertion Orders, etc. to:
BNP Media, 155 N Pflugsten Road, Suite 205, Deerfield, IL 60015
 Attn: Roz Gilman, E: gilmanr@bnpmedia.com, P: 847-405-4039

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 13 times a year. See editorial calendar for closing dates.

Advertising Contacts

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**BNP Media helps people
 succeed in business with
 superior information.**