

2010 DISPLAY ADVERTISING FOUR-COLOR RATES

	1x	3x	6x	12x
Full Page	\$7,115	\$6,953	\$5,933	\$5,614
2/3 Page	\$5,818	\$5,678	\$4,837	\$4,573
1/2 Page	\$5,087	\$4,926	\$4,208	\$4,055
1/3 Page Vertical	\$3,766	\$3,698	\$3,145	\$3,005
1/3 Page Square	\$3,035	\$2,975	\$2,486	\$2,355
Full Page Spread	\$13,290	\$12,997	\$11,067	\$10,481
1/2 Page Spread	\$10,459	\$10,209	\$8,364	\$8,237
Cover 2				\$7,625
Cover 3				\$7,293
Cover 3				\$8,177

Please contact your Ad Sales Representative for additional rates. 2C PMS: \$1020; 2C Process Color: \$920; Process Match: \$970; Metallic: Quoted upon request.

ADVERTISING DEADLINES

- **Ad Closing:** 1st of month, 2 months prior to publication date.
(For example, ad space for the May issue closes on March 1.)
- **Materials Due:** 8th of month, 2 months prior to publication date.
(For example, ad materials for the May issue are due in the EM production office not later than March 8.)

CLASSIFIED

RATES \$141 per inch; 1-inch minimum, half-page maximum. Ads larger than 1-inch charged by quarter-inch increments.

Frequency Rates Per Column Inch:				COLUMN WIDTHS			
1x	3x	6x	12x	1 column:	1-9/16"	2 column:	3-5/16"
\$141	\$138	\$130	\$123	3 column:	5-1/16"	4 column:	6-15/16"

ADVERTISING DEADLINES 1st of the month, eight weeks prior to publication cover date (for example: May issue closes March 1). Classified ads cannot be canceled, refunded, or changed after the deadline date. Late ads will be published in the next available issue unless otherwise specified. Copy, art changes and cancellations must be submitted in writing.

MARKETPLACE RATES

4-Color	1x	3x	6x	12x
Full Page	3,250	3,087	2,925	2,762
Half Page	1,875	1,781	1,687	1,594
1/4 Page	1,162	1,104	1,046	988
1/8 Page	697	662	627	592

DIMENSIONS

- 1/4 Page Vertical: 3-5/16" w x 4-5/8" h
- 1/4 Page Horizontal: 6-15/16" w x 2-3/16" h
- 1/8 Page: 3-5/16" w x 2-3/16" h
- 1/2 Page: 6-7/8" w x 4-1/2" h
- Full Page: 6-7/8" w x 9-1/8" h

ADVERTISING DEADLINES

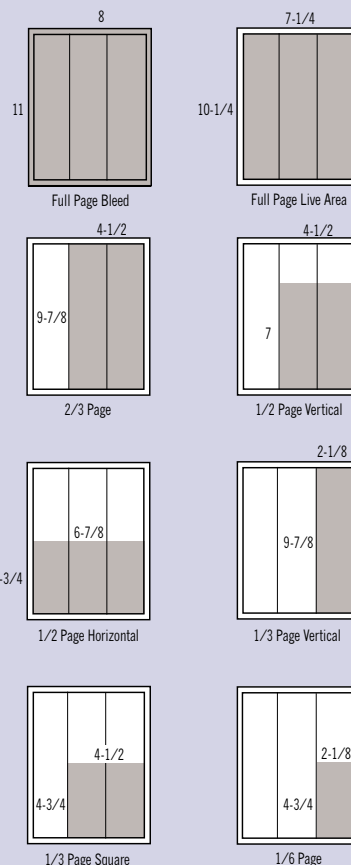
- Ad Closing: 1st of month, 2 months prior to publication date.
(For example, ad space for the May issue closes on March 1.)
- Materials Due: 8th of month, 2 months prior to publication date.
(For example, materials for the May issue are due no later than March 8.)

DIMENSIONS

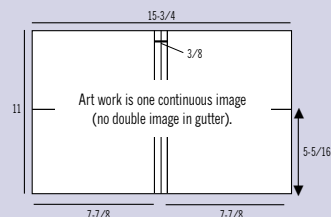
Trim Size:	7-3/4" w x 10-3/4" h
Full Page Bleed:*	8" w x 11" h
Full Page Live Area:	7-1/4" w x 10-1/4" h
2/3 Page:	4-1/2" w x 9-7/8" h
1/2 Page V:	4-1/2" w x 7" h
1/2 Page H:	6-7/8" w x 4-3/4" h
1/3 Page V:	2-1/8" w x 9-7/8" h
1/3 Page Square:	4-1/2" w x 4-3/4" h
1/6 Page:	2-1/8" w x 4-3/4" h
Full Pg. Spread Bid:*	15-3/4" w x 11" h
Full Pg. Spread Trim:	15-1/2" w x 10-3/4" h
1/2 Pg Spread Bid:*	15-3/4" w x 5-5/16" h
1/2 Pg Spread Trim:	15-1/2" w x 5-3/16" h

Trim Size: 7-3/4 x 10-3/4

*Fractional ads are non-bleed specs.



Full Page Spread Bleed or Half Page Spread Bleed



Western Sales Director • Erika Lopez
818-249-6809 • erika.lopez@penton.com

International/Europe Sales Manager • Richard Woolley
+44 1295 278 407 • richardwoolley@btclick.com

Eastern Sales Director • Paul Leifer
908-369-5810 • pleifer@aol.com

Classified Sales Manager • Julie Dahlstrom
312-840-8436 • julie.dahlstrom@penton.com

*All full page bleed dimensions include a 1/8 head, foot, face and gutter trim. All live matter not intended to bleed should be kept 1/4 from trim. To accommodate gutter trim, 3/8 space should be left between words in crossover headlines. Inches to Metric Conversion: 1 = 2.54 cm.