

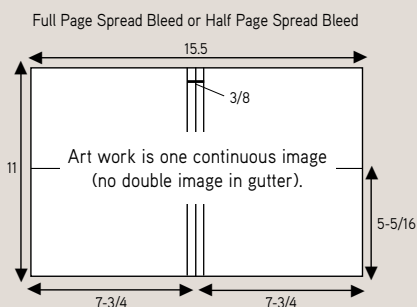
MIX 2010 DISPLAY RATES & SPECS

2010 DISPLAY ADVERTISING FOUR-COLOR RATES

	1x	3x	6x	12x
Full Page	\$6,685	\$6,583	\$6,328	\$5,908
2/3 Page	\$5,619	\$5,551	\$5,342	\$5,015
1/2 Page	\$4,900	\$4,828	\$4,675	\$4,403
1/3 Page Vertical	\$3,574	\$3,523	\$3,417	\$3,222
1/3 Page Square	\$2,971	\$2,924	\$2,822	\$2,644
Full Page Spread	\$12,495	\$12,317	\$11,832	\$11,025
1/2 Page Spread	\$8,568	\$8,453	\$8,152	\$7,637
Cover 2				\$8,024
Cover 3				\$7,671
Cover 3				\$8,602

DIMENSIONS

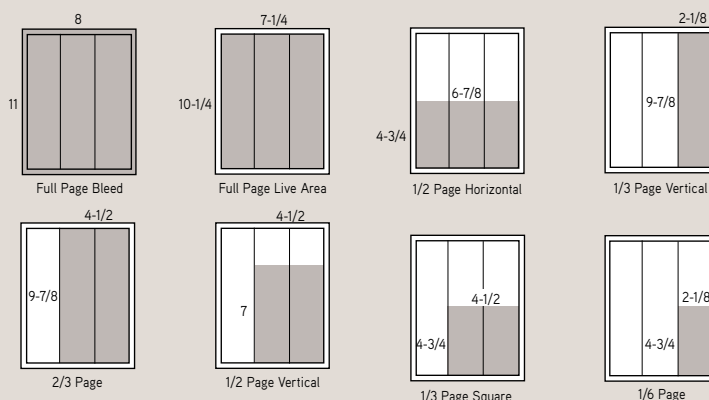
Trim Size:	7-3/4" w x 10-3/4" h
Full Page Bleed:*	8" w x 11" h
Full Page Live Area:	7-1/4" w x 10-1/4" h
2/3 Page:	4-1/2" w x 9-7/8" h
1/2 Page V:	4-1/2" w x 7" h
1/2 Page H:	6-7/8" w x 4-3/4" h
1/3 Page V:	2-1/8" w x 9-7/8" h
1/3 Page Square:	4-1/2" w x 4-3/4" h
1/6 Page:	2-1/8" w x 4-3/4" h
Full Pg.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



*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.

For complete preparation guidelines and file-delivery information, please contact the Mix Ad Production Manager: Liz Turner. Email: liz.turner@penton.com.

Trim Size: 7-3/4 x 10-3/4. *Fractional ads are non-bleed specs.



2010 MARKETPLACE RATES & SPECS

MARKETPLACE

Mix Marketplace is a cost-effective, high-profile buyer's section offering color advertisements to enhance your company's image.

MIX MARKETPLACE RATES

4-Color	1x	3x	6x	12x
1/8 Page	\$809	776	743	677
1/4 Page	1,248	1,193	1,139	1,029
1/2 Page	1,872	1,778	1,685	1,591
Full Page	3,750	3,562	3,375	3,187

MARKETPLACE AD DIMENSIONS

1/8 Page: 3-5/16"w x 2-3/16"h

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

1/2 Page: 6-15/16"w x 4-1/2"h

Full Page: 6-15/16"w x 9-3/8"h

ADVERTISING DEADLINES

Ad Closing: 7th of month, 2 months prior to publication date. (For example, ad space for the June issue closes on April 7.)

Materials Due: 15th of month, 2 months prior to publication date. (For example, materials for the June issue are due no later than April 15.)

2010 CLASSIFIED RATES & SPECS

Rates: \$161 per inch; 1-inch minimum, half-page maximum. Ads larger than 1-inch charged by quarter-inch increments.

Frequency Rates Per Column Inch:

1x	3x	6x	12x
\$161	\$153	\$145	\$129

COLUMN WIDTHS

1 column:	1-9/16"
2 column:	3-5/16"
3 column:	5-1/16"
4 column:	6-15/16"

ADVERTISING DEADLINES

Fifteenth of the month, six weeks prior to publication cover date (e.g.: March issue closes January 15).

PAYMENT TERMS

Checks, Visa, MasterCard, Discover and American Express are accepted (please include expiration date). Billing and credit are available.

For complete preparation guidelines and file-delivery information, please contact the *Mix* Classified Ad Production Manager: Linda Sargent. Email: linda.sargent@penton.com.

CONTACTS

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