

2009 DISPLAY ADVERTISING FOUR-COLOR RATES

| | 1x | 3x | 6x | 12x | 18x | 24x | 30x | 36x | 48x |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Full Page | 8370 | 8180 | 6980 | 6605 | 6470 | 6340 | 6270 | 6215 | 6100 |
| 2/3 Page | 6845 | 6680 | 5690 | 5380 | 5235 | 5150 | 5080 | 5015 | 4705 |
| 1/2 Page | 5985 | 5795 | 4950 | 4770 | 4640 | 4550 | 4485 | 4450 | 4375 |
| 1/3 Page Vertical | 4430 | 4350 | 3700 | 3535 | 3445 | 3400 | 3345 | 3320 | 3280 |
| 1/3 Page Square | 3570 | 3500 | 2925 | 2770 | 2660 | 2615 | 2590 | 2550 | 2500 |
| Full Page Spread | 15635 | 15290 | 13020 | 12330 | 12085 | 11850 | 11710 | 11590 | 11395 |
| 1/2 Page Spread | 12305 | 12010 | 9840 | 9690 | 9415 | 9255 | 9130 | 9025 | 8875 |
| Cover 2 | | | | 8970 | | | | | |
| Cover 3 | | | | 8580 | | | | | |
| Cover 4 | | | | 9620 | | | | | |

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

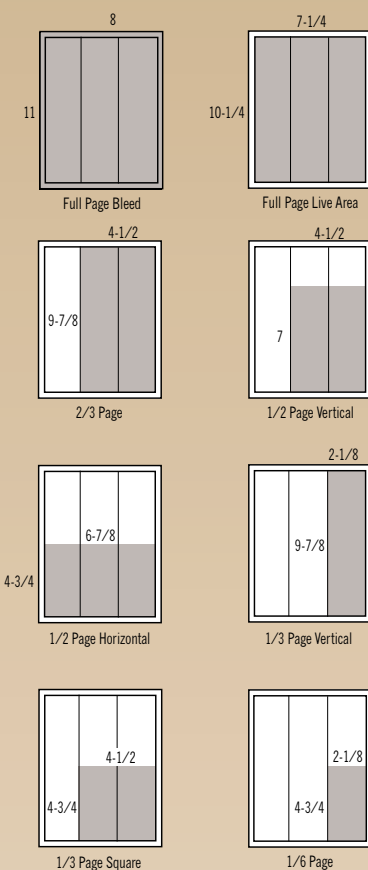
ADVERTISING DEADLINES

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(For example, materials for the May issue are due no later than March 8.)

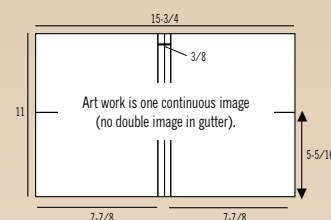
| DIMENSIONS | |
|-----------------------|-----------------------|
| Trim Size: | 7-3/4" w x 10-3/4" h |
| Full Page Bleed:* | 8" w x 11" h |
| Full Page Live Area: | 7-1/4" w x 10-1/4" h |
| 2/3 Page: | 4-1/2" w x 9-7/8" h |
| 1/2 Page V: | 4-1/2" w x 7" h |
| 1/2 Page H: | 6-7/8" w x 4-3/4" h |
| 1/3 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 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 |

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

*Fractional ads are non-bleed specs.



Full Page Spread Bleed or Half Page Spread Bleed



*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.

Advertising Art Specifications

GENERAL SPECIFICATIONS

PRINTING METHOD: Web Offset;
Binding: Perfect
Paper: Cover printed on 80lb. coated offset, text printed on 38lb. coated groundwood offset.
INK: SWOP standard and four-color process
LINE SCREEN: 133 lines per inch
TRIM SIZE: 7-3/4"w x 10-3/4"h

DIGITAL AD SPECIFICATIONS

PDF FORMAT: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit www.pentonads.com. (Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

PREFERRED APPLICATIONS: Ad layouts should be created using either QuarkXpress™; Adobe Pagemaker® or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

PROOFS: We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). Accurate color reproduction cannot be guaranteed without an accompanying SWOPcertified proof.

PHOTO ELEMENTS: 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.

LINE ART/TEXT: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

COLOR TONE VALUES: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

COLOR MODE: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

FONTS: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

LETTERING: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

MEDIA: Mac or Windows CD.

FTP UPLOAD: ftpserver2.penton.com/adclient/ElecMusician, User ID and Password: adclient. Please contact the publication Production Coordinator when files are submitted.

DISPLAY PRODUCTION CONTACT
Melissa Langstaff • (913) 967-1765
Melissa.langstaff@penton.com

CLASSIFIED/MARKETPLACE PRODUCTION CONTACT
Linda Sargent • (913) 967-1871
linda.sargent@penton.com

ADDITIONAL CHARGES
INSERTS: Information available upon request.

GUARANTEED POSITION: 10% additional. Publisher will attempt to honor nonpaid position requests but assumes no responsibility for failure to do so.

PREMIUM POSITIONS: Premium cover positions are available at 12x frequency only. Cover insertions may be combined with other insertions for frequency discounts on nonpremium insertions. No further discounting is available for cover positions.

COMBINED FREQUENCY DISCOUNTS
Advertisers in *EM* are eligible for combined frequency discounts when advertising in *Mix*, *Remix*, *Sound & Video Contractor* and other Penton Media publications. To qualify for a common rate basis, advertisers with multiple products or divisions must submit a master contract in advance of advertising placements. Contact your *EM* advertising representative for details.

ADVERTISING DEADLINES
AD CLOSING: 1st of month, 2 months prior to publication date. (For example, ad space for the March issue closes on January 1.)

MATERIALS DUE: 10th of month, 2 months prior to publication date. (For example, ad materials for the March issue are due in the *Mix* production office not later than January 10.)

PAYMENT TERMS Checks, Visa, MasterCard, Discover, and American Express are accepted (please include expiration date). Billing terms available once credit history is established.

NOTE: Please label your advertising materials with the magazine name and issue date in which they are scheduled to appear.

» SPECIFICATIONS

CONTACTS

GROUP PUBLISHER
Joanne Zola • 510-985-3272
joanne.zola@penton.com
SOUTHWEST SALES MANAGER
Erika Lopez • (847) 372-6056
erika.lopez@penton.com
ADVERTISING DIRECTOR, DIGITAL EAST COAST/EUROPE SALES
Thomas Christmann • (212) 204-4222
thomas.christmann@penton.com
EVENT SPONSORSHIPS & NORTHWEST/MIDWEST SALES
Josh Bailin • (510) 985-3250
josh.bailin@penton.com
SPECIALTY SALES MANAGER
Kevin Blackford • (510) 985-3259
kevin.blackford@penton.com

PRODUCTION

DISPLAY ADS
Melissa Langstaff • (913) 967-1765
melissa.langstaff@penton.com
CLASSIFIED ADS
Linda Sargent • (913) 967-1871
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TERMS & CONDITIONS

RATE POLICY AND CONTRACT PROVISIONS: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Penton Media Inc. harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within

control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

AGENCY COMMISSION: 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

SEQUENTIAL LIABILITY: Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

CANCELLATION POLICY: Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

ERROR LIABILITY LIMIT: The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

SHORT RATE PROTECTION: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

RATE CARD IN EFFECT: Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to the advertiser.

TERMS OF SALE: Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed. Penton will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks notes as representing payment in full of a disputed balance.

LINE OF CREDIT: Advertiser's line of credit may increase or decrease from time to time. Such

changes will be made at the sole discretion of Penton, and no advanced notification is promised or implied.

PAST DUE ACCOUNTS: Orders may be held at the Publisher's sole discretion.

COLLECTION RELATED ISSUES: If Penton must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

JURISDICTION: Advertising Agencies and/or Advertisers agree that any legal action arising between Penton and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

NOTIFICATION TO PUBLISHER: If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days