

General Information

2008 rate card. Issued October 2007; rates effective January/February 2008 issue. Published bi-monthly, except individually in September and October. Established 1996. BPA Worldwide audited.



Advertising Rates

Rates: Earned based on number of insertions within a 12-month period from the date of the first insertion. Each page or fractional page counts as an insertion, as do units within a multiple-page advertisement. A 2-page spread counts as two insertions toward the fulfillment of a contract.

B&W Unit Rates

	1x	3x	7x	14x
• Spread Rate	\$7,245	\$6,875	\$6,525	\$6,075
• Full Page	\$3,640	\$3,510	\$3,135	\$2,800
• 2/3 Page	\$3,300	\$3,015	\$2,590	\$2,445
• 1/2 Page	\$2,475	\$2,250	\$1,975	\$1,800
• 1/3 Page	\$1,900	\$1,700	\$1,500	\$1,350
• 1/4 Page	\$1,300	\$1,175	\$1,090	\$1,000

Color Rates

- 1 standard color (red, blue, green, yellow) per page \$750
- 1 matched color per page \$800
- 3- or 4-color process per page \$950

Web Site Ad Rates and Specifications

- **Banner:** 150 x 66 pixels; 20 kb max; animated GIF or JPG. **\$400 net per month**
- **Tile:** 120 x 120 pixels; 20 kb max; animated GIF or JPG. **\$150 net/month**
- **Category Sponsorship:** 125 x 125 pixels; 20 kb max; animated GIF or JPG **\$125 net/month**
- **Enhanced Listing:** \$900 per year
- **Hot Linked Listing:** \$300 per year

Material Submission



We prefer digital files. Acceptable formats are: PDF, EPS, TIFF, or a Postscript file. Files should be 300 dpi, CMYK with fonts and images embedded. Any placed images should be at 100%, 300 dpi, and CMYK. Please do not submit native application files such as Quark, Illustrator, etc. Illustrator EPS files are acceptable if fonts are outlined and all images are embedded at 300 dpi. A 4-color proof is strongly recommended with digital submissions.

For more information on electronic ad submission, visit our Web site at www.canonespecs.com or call Ad Management Services at 310/445-4204 for details.

Ad Sizes & Print Specifications

Publication is printed by web offset, perfect bound with a trim size of 7⁷/₈" x 10³/₄".

Standard Advertising Units

Space Unit	Width	Depth
2-page spread bleed	16 1/4"	11"
2-page spread, gutter bleed only	15 1/4"	10"
1 page bleed	8 1/8"	11"
1 page non-bleed	7 1/8"	10"
2/3 page vertical	4 1/2"	10"
1/2 page vertical	3 5/16"	10"
1/2 page horizontal	6 7/8"	4 7/8"
1/2 page island	4 1/2"	7 1/2"
1/3 page vertical	2 3/16"	10"
1/3 page square	4 1/2"	4 7/8"
1/4 page	3 3/8"	4 7/8"

Bleed: No charge.

Cover and Preferred Position Rates: Contact account executive for rates and availability. Sold on schedules only.

Inserts: Your preprinted inserts—catalogs, technical bulletins, spec sheets, promotional mailers, and more—can be inserted into any issue for very reasonable rates.

Closing Dates: All space orders are due on the date listed on the Editorial & Advertising Planning Calendar presented in this media kit. Cancellations are not accepted after closing. Reproduction material is due five days after close.

Commissions: Agency commission 15%. Invoices are due and payable upon receipt. No commission allowed on production charges by publisher. All accounts past 30 days will be assessed a monthly service charge of 1 1/2% of the unpaid balance.

Classified Advertising Rates:

Classified ads are available at a rate of \$155 per inch, 1" minimum, 4" maximum, and must be exactly 2³/₁₆" wide. Camera-ready art must be supplied for classified display ads. Frequency discounts available. Closes the 10th of the month prior to issue date. Classifieds are not commissionable. Recruitment display ads are available and follow the same size and rate specifications as regular display advertising.

Classified Rates per column inch

1x \$155 4x \$140 6x \$130 12x \$125
Color: add \$75