

# 2009 Advertising Rates & Specifications

B/W PRINT RATES	1x	3x	6x	12x	18x
Full page	\$ 5000	\$ 4820	\$ 4500	\$ 4300	\$ 3980
2/3 page	4370	4240	4040	3850	3670
1/2 page	3420	3280	3150	3080	2890
1/3 page	2390	2290	2200	2110	2020
1/4 page	1910	1840	1760	1690	1620
Cover 2*		5510	5170	4950	
Cover 3*		5300	4950	4730	
Cover 4*		6030	5620	5390	

\*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	\$1410
Per Spread	\$2330
Per 1/2 page	\$710

### Special Color

Additional charge for any special color and black.

Per Page	\$1000
Per Spread	\$1660
Per 1/2 page	\$500

**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	\$105	\$95	\$90	\$85

## WEBSITE RATES

	6x	12x
Banner Ad	\$ 1456	\$ 1352
Tile Ad	962	933
Sponsor Button	1274	1196
Skyscraper Ad	1980	1880
Article Sponsorship Ad	2288	2185

## Website Specs

Web Specs:	Banner ad	468 x 60 pixels
	Tile Ad	125 x 125 pixels
	Sponsor Button	120 x 60 pixels
	Skyscraper Ad	120 x 240 pixels
	Article Sponsorship Ad	300 x 250 pixels
File Size:		20K or less (JPG or GIF file); 30K or less (SWF file)
Colors:		256 colors or less
Resolution:		72 DPI
File Formats:	JPG, GIF (static or animated)	
		SWF (Adobe Flash must include .FLA file)
Animation within ad unit:		30 seconds maximum without being re-initiated by the user; 15 seconds max for total animation

## MULTIMEDIA ADVERTISER PROGRAM - Lower Combined Rates! (Requires total investment of \$18,000)

B/W PRINT RATES	6x	12x	18x
Full page	\$ 4325	\$ 4140	\$ 3830
2/3 page	3890	3700	3525
1/2 page	3025	2960	2780
1/3 page	2120	2030	1945
1/4 page	1690	1630	1560
Cover 2*	4970	4760	
Cover 3*	4760	4550	
Cover 4*	5400	5180	

WEBSITE RATES	6x	12x
Banner Ad	\$ 1400	\$ 1300
Tile Ad	925	897
Sponsor Button	1225	1150
Skyscraper Ad	1900	1800
Article Sponsorship Ad	2200	2100

\*Includes Bleed and Color

## Mechanical Information

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

## Advertising Space Sizes

NON-BLEED	INCHES (width x depth)	BLEED	INCHES (width x depth)
Full Page	7" x 10"	Full Page	8-1/4" x 11"
2/3 Page	4-1/2" x 10"	2/3 Page	5-3/16" x 11"
1/2 Page (vert.)	3-3/8" x 10"	1/2 Page (vert.)	4" x 11"
1/2 Page (horiz.)	7" x 4-7/8"	1/2 Page (horiz.)	8-1/4" x 5-3/8"
1/2 Page (island)	4-1/2" x 7-1/2"	Spread Bleed	16-1/4" x 11"
1/3 Page (vert.)	2-1/4" x 10"		
1/3 Page (square)	4-1/2" x 4-7/8"		
1/3 Page (horiz.)	7" x 3-3/8"		
1/4 Page (square)	3-3/8" x 4-7/8"		
1/4 Page (horiz.)	7" x 2-3/8"		

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

Gutter bleed only - each side 7-5/8" X 10"

## 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 12 times a year. See editorial calendar for closing dates.

Ship Materials, Insert Samples, Insertion Orders, etc. to:

**BNP Media, 155 N Pfingsten Road, Suite 205, Deerfield, IL 60015**

Attn: Rosemary Gess, E: [gessr@bnpmedia.com](mailto:gessr@bnpmedia.com), P: 847-405-4117

## Advertising Contacts

**Mike Barr**  
 Group Publisher  
[barrm@bnpmedia.com](mailto:barrm@bnpmedia.com)  
 Tel: 630-499-7392  
 Fax: 630-499-7390

**Bob Feher**  
 Senior Marketing Mgr  
[feherb@bnpmedia.com](mailto:feherb@bnpmedia.com)  
 Tel: 440-281-3511  
 Fax: 248-502-9025

**Diana Rotman**  
 Classified Sales Manager  
[rotmand@bnpmedia.com](mailto:rotmand@bnpmedia.com)  
 Tel: 847-405-4116  
 Fax: 847-405-4100

  
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