

2010 Advertising Rates & Specifications

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"		
1/3 Page (vert.)	2-1/4" x 10"	Spread Bleed	16-1/4" x 11"
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:
Flexible Packaging, 155 N Pflugsten Road, Suite 205, Deerfield, IL 60015
Attn: Lisa Calhoun, E: calhounl@bnpmedia.com, P: 847-405-4041v

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.

Special Color
Additional charge for any special
color and black.

Per Page	\$1410	Per Page	\$1000
Per Spread	\$2330	Per Spread	\$1660
Per 1/2 page	\$710	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

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BNP Media helps people succeed in business with superior information.