

## US/Canada Edition - Color Rates

	1x	6x	12x	18x	24x	36x	48x	60x
Full Page	\$9,375	\$9,015	\$8,600	\$8,335	\$8,125	\$7,815	\$7,335	\$7,210
2/3 Page	\$7,775	\$7,480	\$7,155	\$6,660	\$6,745	\$6,525	\$5,880	\$6,045
1/2 Island	\$7,155	\$6,810	\$6,515	\$6,340	\$6,210	\$6,170	\$5,625	\$5,530
1/2 Page	\$6,250	\$5,945	\$5,640	\$5,430	\$5,330	\$5,240	\$4,945	\$4,865
1/3 Page	\$4,950	\$4,780	\$4,635	\$4,500	\$4,290	\$4,205	\$3,995	\$3,955
1/4 Page	\$4,110	\$3,905	\$3,775	\$3,720	\$3,650	\$3,555	\$3,385	\$3,320
1/6 Page	\$3,385	\$3,330	\$3,185	\$3,135	\$3,065	\$2,995	\$2,925	\$2,880
1 Inch	\$505							
<b>Classified</b>								
2-1/8 x1"	\$190	\$180	\$170	\$165				

## NAB Special Report

Tabloid Spread	\$11,410
Tabloid Page	\$8,005

## IBC Product Source\*

Tabloid Spread	\$8,480
Tabloid Page	\$6,010

\*World Edition will have bonus distribution at IBC

## World Edition (EMEA, Asia) - Color Rates

	1x	6x	12x	18x	24x	36x	48x	60x
Full Page	\$7,175	\$6,695	\$6,465	\$6,380	\$6,150	\$5,790	\$5,560	\$5,345
2/3 Page	\$5,885	\$5,585	\$5,535	\$5,340	\$5,160	\$4,865	\$4,685	\$4,510
1/2 Island	\$5,240	\$5,040	\$4,885	\$4,820	\$4,680	\$4,390	\$4,235	\$4,080
1/2 Page	\$4,685	\$4,455	\$4,380	\$4,290	\$4,170	\$3,945	\$3,805	\$3,670
1/3 Page	\$3,775	\$3,680	\$3,620	\$3,515	\$3,460	\$3,245	\$3,140	\$3,040
1/4 Page	\$3,205	\$3,105	\$3,035	\$2,975	\$2,925	\$2,800	\$2,720	\$2,645
1/6 Page	\$2,765	\$2,695	\$2,625	\$2,580	\$2,535	\$2,450	\$2,385	\$2,325
1 Inch	\$185							

## Cover Rates

	US/Canada*	World*
2nd Cover	\$10,715	\$8,200
3rd Cover	\$10,270	\$7,860
Back Cover	\$11,165	\$8,545

\*Every issue contracts only for all cover positions.

## Color Rates

For SWOP red, yellow, blue, green or orange run with black, Match Color (PMS) or 5-color please contact your sales manager.

## Classified Rates

1-inch minimum. \*By-the-word classified rates: \$2.45 per word insertion. Initials and abbreviations count as full words. Minimum classified charge is \$55. Contact Julie Dahlstrom at 312.840-8436 for a full rate sheet.

<b>Publication trim size</b>	<b>7-3/4" (19.7 cm)</b>	<b>10-3/4" (27.30 cm)</b>
<b>Spread trim size</b>	<b>15-1/2" (39.4 cm)</b>	<b>10-3/4" (27.30 cm)</b>

## Ad Space Dimensions (monthly issues and Digital Reference Guide)

Space Size (live area)	Width	Depth
1 page	7" (17.8 cm)	10" (25.4 cm)
2/3 page	4-5/8" (11.7 cm)	10" (25.4 cm)
1/2 island	4-5/8" (11.7 cm)	7-3/8" (18.7 cm)
1/2 horizontal	7" (17.8 cm)	4-7/8" (12.4 cm)
1/2 vertical	3-3/8" (8.6 cm)	10" (25.4 cm)
1/3 vertical	2-1/4" (5.7 cm)	10" (25.4 cm)
1/3 horizontal	7" (17.8 cm)	3-1/4" (8.2 cm)
1/4 horizontal	7" (17.8 cm)	2-3/8" (5.9 cm)
1/3 square	4-5/8" (11.7 cm)	4-7/8" (12.4 cm)
1/4 standard	3-3/8" (8.6 cm)	4-7/8" (12.4 cm)
1/6 vertical	2-1/4" (5.7 cm)	4-7/8" (12.4 cm)
1/6 horizontal	4-5/8" (11.7 cm)	2-3/8" (5.9 cm)
Column width	2-1/4" (5.72 cm)	

## Specifications for bleed

Single-page bleed	8" (20.3 cm)	11" (28 cm)
2-page spread, bleed	15-3/4" (40 cm)	11" (28 cm)

Live area: Penton Media strongly recommends that any critical copy — text or image — be kept to a minimum of 1/4" from all trim edges. Gutter allowance: For two-page spreads, we do not require a gutter allowance. However, we strongly recommend that any copy should be positioned a minimum of 1/8" out from both sides of the spread center mark.

## NAB Special Report & IBC Product Source Tabloids

Publication trim size:	10-7/8" (27.62 cm)	15-3/4" (40 cm)
Space Size	Width	Depth
Tabloid page (live area)	10-1/4" (26 cm)	15-1/8" (38.4 cm)
Tabloid spread (live area)	20-1/2" (52.1 cm)	15-1/8" (38.4 cm)
Standard page	7" (17.8 cm)	10" (25.4 cm)
1/2 horizontal tabloid	10" (25.4 cm)	7-1/4" (18.4 cm)
1/3 horizontal tabloid	10" (25.4 cm)	4-1/2" (11.4 cm)
1/4 horizontal tabloid	10" (25.4 cm)	3-3/8" (8.6 cm)
2/3 page	4-5/8" (11.7 cm)	10" (25.4 cm)
1/2 island	4-5/8" (11.7 cm)	7-3/8" (18.7 cm)
1/2 horizontal	7" (17.8 cm)	4-7/8" (12.4 cm)
1/2 vertical	3-3/8" (8.6 cm)	10" (25.4 cm)
1/3 vertical	2-1/4" (5.7 cm)	10" (25.4 cm)
1/3 square	4-5/8" (11.7 cm)	4-7/8" (12.4 cm)
1/4 standard	3-3/8" (8.6 cm)	4-7/8" (12.4 cm)
1/6 vertical	2-1/4" (5.7 cm)	4-7/8" (12.4 cm)
1/6 horizontal	4-5/8" (11.7 cm)	2-3/8" (5.9 cm)
Column width:	2-3/16" (5.55 cm)	

## Specifications for bleed

Single-page bleed	11-1/8" (28.3 cm)	16" (41.3 cm)
Two facing pages, bleed plates	22" (56.2 cm)	16" (41.3 cm)