

US/Canada Edition - Color Rates

	1x	6x	12x	18x	24x	36x	48x	60x
Full Page	\$9,795	\$9,420	\$8,985	\$8,710	\$8,490	\$8,165	\$7,665	\$7,535
2/3 Page	\$8,125	\$7,815	\$7,475	\$7,245	\$7,050	\$6,820	\$6,425	\$6,315
1/2 Island	\$7,475	\$7,115	\$6,810	\$6,625	\$6,490	\$6,250	\$5,875	\$5,780
1/2 Page	\$6,530	\$6,215	\$5,895	\$5,675	\$5,570	\$5,475	\$5,170	\$5,085
1/3 Page	\$5,175	\$4,995	\$4,845	\$4,705	\$4,485	\$4,395	\$4,175	\$4,135
1/4 Page	\$4,295	\$4,080	\$3,945	\$3,885	\$3,815	\$3,715	\$3,535	\$3,470
1/6 Page	\$3,535	\$3,480	\$3,330	\$3,275	\$3,205	\$3,130	\$3,055	\$3,010
1 inch	\$530							
Classified 2-1/8 x1"	\$200							

NAB Special Report

Tabloid Spread	\$11,925
Tabloid Page	\$8,365

IBC Product Source*

Tabloid Spread	\$8,860
Tabloid Page	\$6,280

*World Edition will have bonus distribution at IBC

World Edition (EMEA, Asia) - Color Rates

	1x	6x	12x	18x	24x	36x	48x	60x
Full Page	\$7,500	\$6,995	\$6,755	\$6,665	\$6,425	\$6,050	\$5,810	\$5,585
2/3 Page	\$6,150	\$5,835	\$5,785	\$5,580	\$5,390	\$5,085	\$4,895	\$4,715
1/2 Island	\$5,475	\$5,265	\$5,105	\$5,035	\$4,890	\$4,590	\$4,425	\$4,265
1/2 Page	\$4,895	\$4,655	\$4,575	\$4,485	\$4,360	\$4,125	\$3,975	\$3,835
1/3 Page	\$3,945	\$3,845	\$3,785	\$3,675	\$3,615	\$3,390	\$3,280	\$3,175
1/4 Page	\$3,350	\$3,245	\$3,170	\$3,110	\$3,055	\$2,925	\$2,840	\$2,765
1/6 Page	\$2,890	\$2,815	\$2,745	\$2,695	\$2,650	\$2,560	\$2,490	\$2,430
1 inch	\$195							

Cover Rates

	US/Canada*	World*
2nd Cover	\$11,200	\$8,570
3rd Cover	\$10,730	\$8,215
Back Cover	\$11,665	\$8,930

*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: \$2.55 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.

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

Ad Space Dimensions (monthly issues and Digital Reference Guide)

Space Size (live area)	Width	Depth
1 page	7-1/4" (17.8 cm)	10-1/4" (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" (5.9cm)
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)