

# 2010 ADVERTISING RATES

## US/Canada Edition - Color Rates

	1x	6x	12x	18x	24x	36x
Full Page	\$9,895	\$9,515	\$9,075	\$8,795	\$8,575	\$8,245
2/3 Page	\$8,205	\$7,895	\$7,550	\$7,315	\$7,120	\$6,890
1/2 Island	\$7,550	\$7,185	\$6,880	\$6,690	\$6,555	\$6,315
1/2 Page	\$6,595	\$6,275	\$5,955	\$5,730	\$5,625	\$5,530
1/3 Page	\$5,225	\$5,045	\$4,895	\$4,750	\$4,530	\$4,440
1/4 Page	\$4,340	\$4,120	\$3,985	\$3,925	\$3,855	\$3,750
1/6 Page	\$3,570	\$3,515	\$3,365	\$3,310	\$3,235	\$3,160
1 inch	\$535					

## NAB Special Report

Tabloid Spread	\$12,045
Tabloid Page	\$8,450

## IBC Product Source\*

Tabloid Spread	\$8,950
Tabloid Page	\$6,345

\*World Edition will have bonus distribution at IBC

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

	1x	6x	12x	18x	24x	36x
Full Page	\$7,575	\$7,065	\$6,825	\$6,730	\$6,490	\$6,110
2/3 Page	\$6,210	\$5,895	\$5,845	\$5,635	\$5,445	\$5,135
1/2 Island	\$5,530	\$5,320	\$5,155	\$5,085	\$4,940	\$4,635
1/2 Page	\$4,945	\$4,700	\$4,620	\$4,530	\$4,405	\$4,165
1/3 Page	\$3,985	\$3,885	\$3,825	\$3,710	\$3,650	\$3,425
1/4 Page	\$3,385	\$3,275	\$3,200	\$3,140	\$3,085	\$2,955
1/6 Page	\$2,920	\$2,845	\$2,770	\$2,720	\$2,675	\$2,585
1 inch	\$195					

## Cover Rates

	US/Canada*	World*
2nd Cover	\$11,310	\$8,655
3rd Cover	\$10,835	\$8,300
Back Cover	\$11,780	\$9,020

\*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.

Classified	1x	3x	6x	12x
2-1/8 x 1"	\$189	\$179	\$168	\$163

Contact Julie Dahlstrom at 312-840-8436 for a full rate sheet.

## Ad Space Dimensions

### Monthly Issues and Digital Reference Guide

Publication trim size 7-3/4" (19.7 cm) 10-3/4" (27.30 cm)

Space Size	Width	Depth
Full Page Trim size	7-3/4" (19.7 cm)	10-3/4" (27.30 cm)
Full Page Bleed	8" (20.3 cm)	11" (28 cm)
Full Page Live	7-1/4" (17.8 cm)	10-1/4" (25.4 cm)
2-Page Spread Trim size	15-1/2" (39.4 cm)	10-3/4" (27.30 cm)
2-page Spread Bleed	15-3/4" (40 cm)	11" (28 cm)
2-Page Spread Live	15" (38.1 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" (5.9 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)	

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 trim size	10-7/8" (27.62 cm)	15-3/4" (40 cm)
Tabloid Page Bleed	11-1/8" (28.3 cm)	16" (41.3 cm)
Tabloid page Live	10-1/4" (26 cm)	15-1/8" (38.4 cm)
Tabloid Spread Trim size	21-3/4" (55.24 cm)	15-3/4" (40 cm)
Tabloid Spread Bleed	22" (56.2 cm)	16" (41.3 cm)
Tabloid spread Live	20-1/2" (52.1 cm)	15-1/8" (38.4 cm)
Standard Page Trim size	7-3/4" (19.7 cm)	10-3/4" (27.30 cm)
Standard Page Bleed	8" (20.3 cm)	11" (28 cm)
Standard Page Live	7-1/4" (17.8 cm)	10-1/4" (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)	