

▶ ADVERTISING RATES & SPECIFICATIONS

PRINT RATES

Ad Size	Dimensions	1x	3x	6x	12x	18x	24x
Full Page	9" x 11-3/4"	\$6,810	\$6,220	\$5,770	\$5,190	\$4,900	\$4,590
2/3 Page	6" x 11-3/4"	5,170	4,540	4,240	3,770	3,450	3,130
Junior Page	3" x 11-3/4"	6,380	5,790	5,190	4,750	4,460	4,180
1/2 Page (vertical)	4-1/2" x 11-3/4"	4,230	3,780	3,460	2,990	2,690	2,400
1/2 Page (horiz)	9" x 6"	4,230	3,780	3,460	2,990	2,690	2,400
1/3 Page (vert)	3" x 11-3/4"	3,200	2,890	2,630	2,270	1,980	1,720
1/3 Page (square)	6" x 6"	3,200	2,890	2,630	2,270	1,980	1,720
1/4 Page (square)	4-1/2" x 6"	2,310	2,120	1,900	1,570	1,410	1,300
Cover 2			9,420	8,770	8,200		
Cover 3			9,090	8,580	8,030		
Cover 4			9,600	8,930	8,370		

CLASSIFIED RATES

Boxed/display ads. One inch minimum. All classified ads are payable with copy and are non-commissionable. Net rates listed. Color is an additional charge.

	1x	3x	6x	12x
Per Inch	\$160	\$140	\$130	\$120

SALES CONTACTS

STEVE PINTARELLI

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SHIPPING INSTRUCTIONS

Ship materials, insert samples, insertion orders, etc. to:

Courtney Warnimont | BNP Media
155 N. Pflugsten Rd., Suite 205
Deerfield, IL 60015
warnimontc@bnpmedia.com
Ph: 847.405.4032
FTP Login: <http://upload.bnpmedia.com>



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COLOR RATES (4 OR 3 COLOR)

Per Page: \$2,200
Per Spread: \$3,680
Per 1/2 Page: \$1,450

SPECIAL COLOR RATES

Per Page: \$1,640
Per Spread: \$2,900
Per 1/2 Page: \$1,240

INSERT RATES

Contact Publisher for more information.

BLEEDS

No extra charge for bleed.
Specifications for bleed:
Full Page: 10-1/4" x 13-1/4"
Spread: 20-1/4" x 13-1/4"
1/2 Page (horiz): 10-1/4" x 6-5/8"
1/2 Page (vert): 4-1/2" x 11-3/4"

MECHANICAL INFORMATION

Trim Size: 10" x 13"
Printing: Body forms and covers heat-set web offset.
Binging: Saddle-stitched. Jogs to head.

ISSUE & CLOSING DATES

Issues are published 12x a year. See editorial calendar for closing dates.

TERMS & CONDITIONS

- ▶▶ Payment & Terms: Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.
- ▶▶ 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.