

PRINT RATES

Ad Size	Dimensions	1x	3x	6x	12x	18x	24x
Full Page	9" x 11-3/4"	\$6,610	\$6,040	\$5,600	\$5,040	\$4,760	\$4,460
2/3 Page	6" x 11-3/4"	5,020	4,410	4,120	3,660	3,350	3,040
Junior Page	7" x 10"	6,190	5,620	5,040	4,610	4,330	4,060
1/2 Page (vertical)	4-1/2" x 11-3/4"	4,110	3,670	3,360	2,900	2,610	2,330
1/2 Page (horiz)	9" x 6"	4,110	3,670	3,360	2,900	2,610	2,330
1/3 Page (vert)	3" x 11-3/4"	3,110	2,810	2,550	2,200	1,920	1,670
1/3 Page (square)	6" x 6"	3,110	2,810	2,550	2,200	1,920	1,670
1/4 Page (square)	4-1/2" x 6"	2,240	2,060	1,840	1,520	1,370	1,260
Cover 2			9,150	8,510	7,960		
Cover 3			8,830	8,330	7,800		
Cover 4			9,320	8,670	8,130		

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	\$155	\$135	\$125	\$115

eMEDIA

	Ad Specs
Tile Ad	125 x 125 pixels
Vertical Ad	120 x 240 pixels
Horizontal Ad	468 x 60 pixels
Skyscraper Ad	120 x 600 pixels
Article Sponsorship Ad	300 x 250 pixels
Sponsor Button	120 x 60 pixels
Videos	275 x 250 pixels
Page Peel Ad	150 x 150 pixels (expands to 600 x 600)

WEB SPECS

File Size: 20K or less (JPG or GIF file);
130K or less (SWF file)
Colors: 256 colors or less
Resolution: 72 dpi
File Formats: JPG, GIF (static or animated),
SWF (Adobe Flash must include .FLA file)
Animation within Ad Unit: 30 seconds maximum
without being re-initiated by the user; 15 seconds
max for total animation.

For additional information on website advertising opportunities, including ad rates, please contact your sales representative.



Helping People Succeed in Business
with Superior Information.

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SHIPPING INSTRUCTIONS

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

Courtney Warnimont

BNP Media
155 N. Pfingsten Rd., Suite 205
Deerfield, IL 60015
warnimontc@bnppmedia.com
Ph: 847.405.4032

FTP Login: <http://upload.bnppmedia.com>

Color Rates (4 or 3 Color)

Per Page: \$2,150
Per Spread: \$3,580
Per 1/2 Page: \$1,410

Special Color Rates

Per Page: \$1,600
Per Spread: \$2,820
Per 1/2 Page: \$1,210

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.
Binding: 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.