

2010 Advertising Rates & Specifications

Beverage Industry
155 Pfingsten Road Suite 205
Deerfield IL 60015

B/W Print Rates	1x	3x	6x	12x	18x	24x
Full Page	\$6420	\$5860	\$5440	\$4890	\$4620	\$4330
2/3 Page	4870	4280	4000	3550	3250	2950
Junior Page	6010	5460	4890	4480	4200	3940
1/2 Page (vert)	3990	3560	3260	2820	2530	2260
1/2 Page (horiz)	3990	3560	3260	2820	2530	2260
1/3 Page (vert)	3020	2730	2480	2140	1860	1620
1/3 Page (square)	3020	2730	2480	2140	1860	1620
1/4 Page (square)	2170	2000	1790	1480	1330	1220
Cover 2*		8880	8260	7730		
Cover 3*		8570	8090	7570		
Cover 4*		9050	8420	7890		

* Includes Bleed and Color

Color Rates

4-Color or 3-Color Process Rates are for R.O.P.

4- or 3-color process inks only.

Printing is by web-offset.

Per Page	\$2100
Per Spread	\$3530
Per 1/2 page	\$1360

Special Color

Additional charge for any special color and black.

Per Page	\$1550
Per Spread	\$2770
Per 1/2 page	\$1160

Insert Rates

Contact Publisher for more information.

Classified Rates

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

	1x	3x	6x	12x
Per Inch	\$155	\$135	\$125	\$115

Mechanical Information

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

Vital advertising material should be kept at least 1/4" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.

Advertising Space Sizes

NON-BLEED	INCHES (width x depth)	NON-BLEED	INCHES (width x depth)
Full Page	9" x 11-3/4"	1/3 Page (vert.)	3" x 11-3/4"
2/3 Page	6" x 11-3/4"	1/3 Page (square)	6" x 6"
1/2 Page (vert.)	4-1/2" x 11-3/4"	1/4 Page (square)	4-1/2" x 6"
1/2 Page (horiz.)	9" x 6"		
Junior Page	3" x 11-3/4"		

BLEED	INCHES (width x depth)	BLEED	INCHES (width x depth)
Full Page	10-1/4" x 13-1/4"	1/2 Page (horiz.)	10-1/4" x 6-5/8"
2/3 Page	6-5/8" x 13-1/4"	Junior Page	7-5/8" x 10-5/8"
1/2 Page (vert.)	5-1/8" x 13-1/4"	Spread Bleed	20-1/4" x 13-1/4"

Above sizes allow for 1/8" bleed on all sides.

Website Rates

	1x	3x	6x	12x
Banner Ad	\$3000	\$2850	\$2500	\$2250
Tile Ad	2250	2000	1750	1500
Vertical Ad	2000	1750	1500	1250
Skyscraper Ad	3500	3250	3000	2750
Article Sponsorship Ad	2500	2250	2000	1750
Sponsor Button	2000	1750	1500	1250

Website Specs

Top Banner Ad	468 x 60 pixels	Vertical Ad	120 x 240 pixels
Tile Ad	125 x 125 pixels	Article Sponsorship	300 x 250 pixels
Sponsor Button	120 x 60 pixels	Skyscraper Ad	120 x 600 pixels

File Size: 20K or less (JPG or GIF file); 130K or less (SWF file)
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 website advertising options, as well as webinar, e-newsletters, video, podcast, and digital issue information, please contact your sales rep or visit the online media kit section at www.bevindustry.com.

Production Information

- **Digital File Submission:** All materials submitted electronically are subject to review by the production department. Macintosh format is preferred.
- **Preferred File Formats:** InDesign, Photoshop and Illustrator files accepted. High res PDF-X1a files with fonts and images embedded, CMYK, 300 DPI. Advertisers must provide a go-by for identification purposes.
- **FTP Login Information:** Go to <http://dfupload.bnpmmedia.com> and choose *Beverage Industry* from the drop down menu and follow on-screen instructions.
- **Certified Color Press Proof:** All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.
- **Production Charges:** Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.
- **Material Storage:** Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.
- **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.
- **Issue and Closing Dates:** Issues are published 12 times a year. See editorial calendar for closing dates.

Advertising Contacts

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Ship Materials, Insert Samples, Insertion Orders, etc. to:
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with superior information.