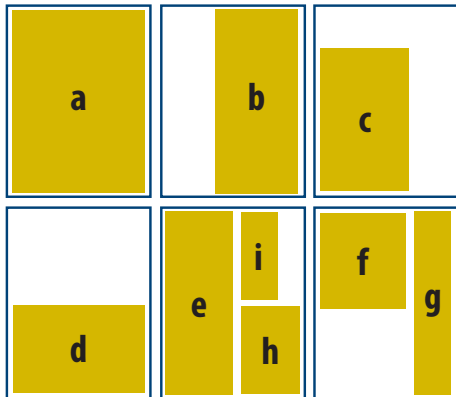


# Display Advertising Rates



## BLACK AND WHITE MAGAZINE ADVERTISING RATES

|   |            | 1X      | 3X      | 6X      | 9X      | 12X     | 18X     | Specs (wide x deep)   |
|---|------------|---------|---------|---------|---------|---------|---------|---|
| a | Full Page  | \$9,640 | \$9,380 | \$9,180 | \$8,640 | \$7,960 | \$7,940 | 7" x 9 <sup>3</sup> / <sub>4</sub> "                              |
| b | 2/3 Page   | 7,540   | 7,280   | 6,960   | 6,640   | 6,340   | 6,240   | 4 <sup>1</sup> / <sub>2</sub> " x 9 <sup>3</sup> / <sub>4</sub> " |
| c | 1/2 Island | 6,800   | 6,600   | 6,480   | 6,140   | 5,680   | 5,560   | 4 <sup>1</sup> / <sub>2</sub> " x 7 <sup>3</sup> / <sub>8</sub> " |
| d | 1/2 Page   | 5,760   | 5,420   | 5,300   | 5,000   | 4,660   | 4,620   | 6 <sup>7</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> " |
| e | 1/2 Page   | 5,760   | 5,420   | 5,300   | 5,000   | 4,660   | 4,620   | 3 <sup>1</sup> / <sub>4</sub> " x 9 <sup>3</sup> / <sub>4</sub> " |
| f | 1/3 Page   | 4,280   | 4,060   | 3,940   | 3,720   | 3,480   | 3,420   | 4 <sup>1</sup> / <sub>2</sub> " x 4 <sup>5</sup> / <sub>8</sub> " |
| g | 1/3 Page   | 4,280   | 4,060   | 3,940   | 3,720   | 3,480   | 3,420   | 2 <sup>1</sup> / <sub>8</sub> " x 9 <sup>3</sup> / <sub>4</sub> " |
| h | 1/4 Page   | 3,160   | 3,080   | 2,920   | 2,780   | 2,580   | 2,500   | 3 <sup>1</sup> / <sub>4</sub> " x 4 <sup>5</sup> / <sub>8</sub> " |
| i | 1/6 Page   | 2,600   | 2,520   | 2,400   | 2,260   | 2,140   | 2,020   | 2 <sup>1</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> " |

24X Full Page \$7,700 • 36X Full Page \$7,500 • 48X Full Page \$7,300

**Multi-page Rates:** Based on 4 or more consecutive pages, printed R.O.P. at time of publication. Includes 2/4 color at no extra cost.  
 4 consecutive pages ..... \$21,840    12 consecutive pages ..... \$38,380  
 6 consecutive pages ..... \$29,600    16 consecutive pages ..... \$42,640  
 8 consecutive pages ..... \$33,120

**Supplied Insert Rates:** Each two pages count as one insertion toward earning frequency discount. Each page over 16 pages is \$1,800 per page. Consult Production Manager for specifications, quantity needed. Earned black & white rates on one and two-page inserts.

2 page insert ..... \$11,300    8 page insert ..... \$26,000  
 4 page insert ..... \$16,400    12 page insert ..... \$29,000  
 6 page insert ..... \$22,200    16 page insert ..... \$32,000

### Color Rates

**Two-Color:** Standard 4A color per page or fraction extra ..... \$800  
 (Standard colors are cyan, magenta, yellow and black)

Per additional consecutive page ..... \$380  
 Matched, non-metallic color per page or fraction extra ..... \$1,140

Per additional consecutive page ..... \$540  
**Three- or Four-Color:** Process four-color or black and two non-metallic colors, per page or fraction extra ..... \$2,000

Per additional consecutive page ..... \$980

### Classified/Non-Display Advertising

- **Marketplace** (Products/Equipment/Services)
- **Infotech** (Software/Hardware)

#### Per Column Inch:

1X.....\$280  
 3X.....\$260  
 6X.....\$240  
 12X.....\$200

#### Column Widths:

1 column..... 2<sup>1</sup>/<sub>8</sub>"  
 2 columns..... 4<sup>1</sup>/<sub>2</sub>"  
 3 columns..... 7"

### Black & White Non-Display Advertising

Training, Career Opportunities, Used Equipment For Sale, For Rent, Situations Wanted ..... \$117 gross per inch

**Color Rates:** Available upon request

**Closing Dates:** 15th of the month preceding month of publication

(All Classified/Non-Display Rates are Gross)

# Advertising Specifications

**Magazine trim size:** 7-5/8" wide X 10-1/2" deep

### Bleed Ads

Bleeds are available at no charge in full-page or larger units only. (Keep live matter 3/8" from gutter and trim edges.)

#### One-Page Bleed

7-7/8" wide X 10-3/4" deep

#### Two-Page Spread

15-3/4" wide X 10-3/4" deep

#### Two-Page Spread (gutter bleed only)

15-3/16" wide X 9-3/4" deep

### Issue and Closing Dates

Contracting Business.com magazine is issued monthly on or about the 15th. Closing date for complete printing materials is the first of the month preceding publication. Cancellations and changes cannot be accepted after closing date. Electronic media materials are needed by the fifth of the month preceding month of publication.

### TIP-IN Specifications

Maximum weight of stock: 80-pound coated book paper (25 X 38 basis), max. bulk .006" or 70-pound uncoated book paper (25 X 38 basis), max. bulk .006". Spread inserts should be shipped unfolded if publisher is to back up, otherwise folded.

#### Single Sheet

7" wide X 10" deep

#### Folded

7" wide X 10" deep

### Requirements for Sending Electronic Files

Penton Media, Inc. uses computer-to-plate technology for all printed material. We ask that our advertisers supply digital files using the standardized file formats of PDF/X, TIF/IT, DCS2, PDF or Postscript files. Penton Media reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads to fit the dimensions indicated.

### Insert Specifications

Inserts must be supplied folded, with 3/8" high folio lap, allow for head trim of 3/16", untrimmed, complete and ready for bindery. Consult production department for quantity needed and shipping instructions on all inserts. Keep live matter 3/8" away from binding and trimming edges.

#### Single Sheet

7-7/8" wide X 10-3/4" deep

#### Two-Page Spread

15-3/4" wide X 10-3/4" deep

### Submitting Files

For more instructions on creating electronic files or for submitting electronic files visit the website at [www.PentonDigitalAds.com](http://www.PentonDigitalAds.com).

Questions?: Please contact the Production Department at 913-967-7205.