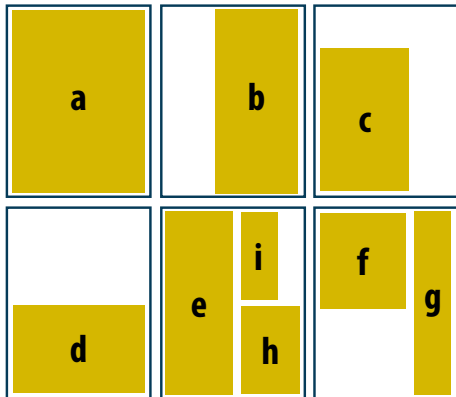


Display Advertising Rates



BLACK AND WHITE MAGAZINE ADVERTISING RATES

| | | 1X | 3X | 6X | 9X | 12X | 18X | Specs (wide x deep) |
|----|------------|---------|---------|---------|---------|---------|---------|---------------------|
| a) | Full Page | \$9,360 | \$9,110 | \$8,910 | \$8,380 | \$7,720 | \$7,700 | 7" x 9 3/4" |
| b) | 2/3 Page | 7,320 | 7,070 | 6,760 | 6,440 | 6,160 | 6,050 | 4 1/2" x 9 3/4" |
| c) | 1/2 Island | 6,600 | 6,400 | 6,300 | 5,960 | 5,510 | 5,400 | 4 1/2" x 7 3/8" |
| d) | 1/2 Page | 5,590 | 5,260 | 5,150 | 4,860 | 4,520 | 4,480 | 6 7/8" x 4 5/8" |
| e) | 1/2 Page | 5,590 | 5,260 | 5,150 | 4,860 | 4,520 | 4,480 | 3 1/4" x 9 3/4" |
| f) | 1/3 Page | 4,150 | 3,950 | 3,820 | 3,620 | 3,380 | 3,330 | 4 1/2" x 4 5/8" |
| g) | 1/3 Page | 4,150 | 3,950 | 3,820 | 3,620 | 3,380 | 3,330 | 2 1/8" x 9 3/4" |
| h) | 1/4 Page | 3,070 | 2,990 | 2,840 | 2,700 | 2,510 | 2,420 | 3 1/4" x 4 5/8" |
| i) | 1/6 Page | 2,520 | 2,450 | 2,330 | 2,200 | 2,070 | 1,970 | 2 1/8" x 4 5/8" |

24X Full Page \$7,500 • 36X Full Page \$7,300 • 48X Full Page \$7,100

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 \$21,200 12 consecutive pages \$37,260
 6 consecutive pages \$28,740 16 consecutive pages \$41,400
 8 consecutive pages \$32,150

Supplied Insert Rates: Each two pages count as one insertion towards earning frequency discount. Each page over 16 pages, \$1,600 per page. Consult Production Manager for specifications, quantity needed. Earned black & white rates on one and two-page inserts.

2 page insert \$11,000 8 page insert \$25,300
 4 page insert \$15,900 12 page insert \$27,900
 6 page insert \$21,600 16 page insert \$30,900

Color Rates

Two-Color: Standard 4A color per page or fraction extra \$790 (Standard colors are cyan, magenta, yellow and black)

Per additional consecutive page \$370
 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

Non-Display Advertising Classified Advertising: Training, Career Opportunities, Used Equipment For Sale, For Rent, Situations Wanted

Black and White Rates:

Display Style (Commissionable)

Per Column Inch:

1X.....\$240

3X.....\$220

6X.....\$200

12X.....\$180

• Situations wanted: \$100/inch

Marketplace:

Products/Equipment/Services

Per Column Inch:

1X.....\$250

3X.....\$230

6X.....\$220

12X.....\$190

Column Widths:

1 column..... 2 1/8"

2 columns..... 4 1/2"

3 columns..... 7"

Infotech: Software/Hardware

Blind Box Number: \$100 additional

Color Rates: Available upon request

Closing Dates: 5th of the month preceding month of publication

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

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

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

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.

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.

Submitting Files

For more instructions on creating electronic files or for submitting electronic files visit the website at www.PentonDigitalAds.com.

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