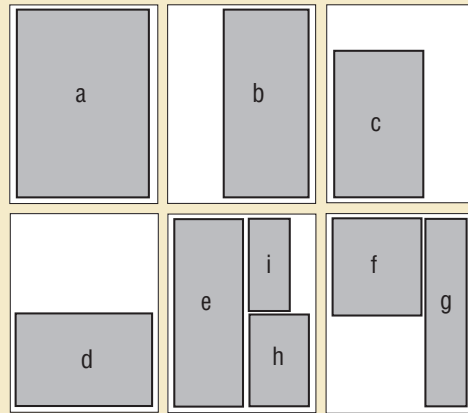


Display Advertising Rates



BLACK & WHITE MAGAZINE ADVERTISING RATES

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

24X Full Page \$7,500*
48X Full Page \$7,100*

36X Full Page \$7,300*
* Special Market Leader Rates Available

MECHANICAL SPECIFICATIONS:

- a. Full page - 7" wide X 9-3/4" deep
- b. 2/3 page - 4-1/2" wide X 9-3/4" deep
- c. 1/2 island - 4-1/2" wide X 7-3/8" deep
- d. 1/2 page horizontal - 6-7/8" wide X 4-5/8" deep
- e. 1/2 page vertical - 3-1/4" wide X 9-3/4" deep
- f. 1/3 page square - 4-1/2" wide X 4-5/8" deep
- g. 1/3 page vertical - 2-1/8" wide X 9-3/4" deep
- h. 1/4 page - 3-1/4" wide X 4-5/8" deep
- i. 1/6 page - 2-1/8" wide X 4-5/8" deep

COLOR RATES

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

ADDITIONAL DISPLAY RATES

Cover rates: Earned frequency rate, plus 20%.

Gatefold cover: Consult Production Manager, 913/967-7205, for rate/availability.

Special position rates: Earned B&W rate, plus 10%. Subject to approval by publisher.

Frequency rates: Earned on insertions used within 12 months from first insertion. Spread/gatefolds count as two insertions. Insertions in *Contracting Business*, *HPAC Engineering*, *Contractor* and *HVACR Distribution Business* count towards earning frequency discounts in all four magazines.

Multi-page rates: Based on 4 or more consecutive pages, printed R.O.P. at time of publication. Includes 2 or 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:
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

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 apply on one- and two-page inserts.

Inserts should be shipped to: CONTRACTING BUSINESS, c/o R.R. Donnelley Insert Warehouse, Route 251 and 4099th Road., Mendota, IL 61342.

Back-up charges: Single page \$900; double page \$1,230.

Mechanical tip-in charge: No charge when center spread position is available. Otherwise, add \$2,000. *Contracting Business* offers advertisers attractive prices from the Production Manager for the printing of multi-page inserts. Consult Production Manager for printing costs. Additional thousands may be ordered from same press run.

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	6X.....\$200
3X.....\$220	12X.....\$180

• Situations wanted: \$100 per inch

Infotech: *Software/Hardware*

Marketplace: *Products/Equipment/Services*
Per column inch:

1X.....\$250	6X.....\$220
3X.....\$230	12X.....\$190

Column widths:

1 column.....2-1/8"
2 columns.....4-1/2"
3 columns.....7"

Blind box number: \$100 additional

Color rates: Available upon request.

Closing dates: 5th of the month preceding month of publication.

Advertising Specifications

MECHANICAL 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 bleed7-7/8" wide X 10-3/4" deep
Two-page spread15-3/4" wide X 10-3/4" deep
Two-page spread (gutter bleed only)15-3/16" wide X 9-3/4" 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 sheet7-7/8" wide X 10-3/4" deep
Two-page spread15-3/4" wide X 10-3/4" deep

TIP-IN SPECIFICATIONS

Single sheet7" wide X 10" deep
Folded7" wide X 10" deep

Maximum weight of stock: 80-pound coated book paper (25 X 38 basis), maximum bulk .006" or 70-pound uncoated book paper (25 X 38 basis), maximum bulk .006". Spread inserts should be shipped unfolded if publisher is to back up, otherwise folded. For larger inserts and gatefolds, consult the Production Mgr. at 913/967-7205.

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 listed below. Please make sure all digital ad files match the ad dimensions listed. **Penton Media reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads to fit the dimensions indicated on the rate card.**

1. **Platform:** Macintosh or PC accepted.
2. **Files Accepted:** PDF/X, TIFF/IT, DCS2, PDF (Prepress high resolution), or Postscript files.
3. **Color:** Send all files in CMYK mode unless a Pantone color is running. RGB files must be converted to CMYK. Please indicate all colors, including Pantone colors, on the checklist.
4. **Embedded Images:**
MINIMUM resolution requirements:
• 300dpi for full color artwork or grayscale.
• 1200dpi for Bitmap (B&W/Line Art)
Images and logos from Websites are NOT usable for print ads.
5. **Proof:** SWOP certified proofs for all ads must be provided. Recommended SWOP certified proofs:
• Imation Matchprint SWOP Lo-Gain Negative Proofing System
• Imation Matchprint SWOP Lo-Gain Positive Proofing System
• Imation Matchprint Digital Halftone Proof CreoScitex
• Imation Matchprint Pro w/Xerox DocuColor 12

- Trendsetter Spectrum/Proofsetter Spectrum
 - Kodak Approval Digital Color Proofing
 - Iris Pro SWOP
 - Fuji Color-Art System CR-T4 SWOP
 - Fuji Pictoproof
 - Fuji FinalProof
 - AGFA Pressmatch Dry Negative Proofing System
 - AGFA Pressmatch Aqueous Proofing System
 - DuPont Digital Waterproof
 - DuPont Waterproof
 - Polaroid Polaproof Digital Halftone
- For additional information on SWOP requirements go to: www.SWOP.org.

Penton Media, Inc. will not be held liable for the reproduction of any ad submitted without a SWOP certified proof.

6. Submitting Files: You may submit electronic files via the website at www.PentonDigitalAds.com.

When submitting files via the website, a SWOP certified proof must be mailed to:
Penton Media, Inc.
9800 Metcalf Avenue
Overland Park, KS 66212 USA
Attention: Contracting Business/
Production Department

For instructions on creating electronic files, visit our website at: www.PentonDigitalAds.com.

PRINTING PROCESS & BINDING METHOD
Printed web offset on white paper.

STORAGE

Penton Media, Inc. does not keep a copy of electronic files. Advertisers must retain the original copy.

PUBLISHER SERVICES

Advertisers will be billed for the following services:

- Convert film to digital format: \$60 per piece of film.
- Convert native application files: \$130 minimum charge.
- SWOP approved digital proof: \$110.

ISSUE AND CLOSING DATES

Contracting Business.com 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.

MAILING INSTRUCTIONS

Send all advertising materials, correspondence and insertion orders to: CONTRACTING BUSINESS.com
Production Department
Penton Media, Inc.
9800 Metcalf Avenue
Overland Park, KS 66212

Inserts should be shipped to:
CONTRACTING BUSINESS.com,
c/o R.R. Donnelley Insert Warehouse, Route 251
and 4099th Rd., Mendota, IL 61342.

***Inserts must be packaged according to specifications to avoid extra charges. Call 216/931-9290 for specifications.**

LIABILITY

The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher.

Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any manner.

Advertiser and agency agree to indemnify, defend and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter), or the unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order. Publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

