

2018 PRINT ADVERTISING RATES

COLOR RATES	1X	6X	12X
1 Page	\$4,610	\$4,510	\$4,410
2/3 Page	\$3,745	\$3,685	\$3,625
1/2 Page	\$3,070	\$3,020	\$2,970
1/3 Page	\$2,540	\$2,500	\$2,460
1/4 Page	\$2,165	\$2,135	\$2,105
1/6 Page	\$1,245	\$1,225	\$1,205
24 pages in one year	\$4,055		

BLACK & WHITE	1X	6X	12X
1 Page	\$3,705	\$3,605	\$3,505
2/3 Page	\$2,830	\$2,770	\$2,710
1/2 Page	\$2,160	\$2,110	\$2,060
1/3 Page	\$1,630	\$1,590	\$1,550
1/4 Page	\$1,255	\$1,225	\$1,195
1/6 Page	\$930	\$910	\$890
24 pages in one year	\$3,160		

COVER RATES	
Cover 2 (Inside Front)	\$5,645
Cover 3 (Inside Back)	\$5,120
Cover 4 (Back Cover)	\$6,035

(No extra charge for color. Covers cannot be cancelled with less than 60 days' notice.)

CLASSIFIED ADVERTISING

\$95 per column inch. One inch minimum
 All classified rates are net. After first inch, advertising is billed in 1/2 inch increments.)

INSERTS

Contact your Sales Representative for rates, production specifications, and shipping instructions.

Issue and Closing Dates

Published monthly, closing date is 15th of preceding month, issued middle of second week of cover date.
 Cancellation date, 15th of preceding month, except covers & special positions, which require 60 days' notice.
 Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

Agency Commission

15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

Short Rate Protection

Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

SRDS Classification Number 96
 Rate Card #64
 Effective December 2017



Contact information

Send all advertising contracts, insertion orders, materials, and correspondence to:
 Martine Ewing
 martine.ewing@penton.com

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 Fax: 713-523-8384
 martine.ewing@penton.com