



RATE BASE: 40,000

All rates are gross. BW and 4-color rates:

Size	1x	3x	6x	9x	12x	18x	24x
Full	\$7,500	\$7,125	\$6,750	\$6,375	\$6,000	\$5,625	\$5,250
Two thirds	\$5,100	\$4,845	\$4,590	\$4,335	\$4,080	\$3,825	\$3,570
Island	\$4,500	\$4,275	\$4,050	\$3,825	\$3,600	\$3,375	\$3,150
One-half	\$4,125	\$3,919	\$3,713	\$3,506	\$3,300	\$3,094	\$2,888
One-third	\$2,625	\$2,494	\$2,363	\$2,231	\$2,100	\$1,969	\$1,838
One-fourth	\$1,950	\$1,853	\$1,755	\$1,658	\$1,560	\$1,463	\$1,365
One-sixth	\$1,500	\$1,425	\$1,350	\$1,275	\$1,200	\$1,125	\$1,050
Spread	\$11,635	\$11,044	\$10,463	\$9,881	\$9,300	\$8,719	\$8,138

PRINT PRODUCTION SPECS:



FULL PAGE (WxH)
7 x 9.75 (live)
7.625 x 10.50
(Final trim size)

Bleed: Carry bleed 1/8" beyond final trim size
7.875 x 10.75



2/3 PAGE (WxH)
4.50 x 9.75

Bleed Size:
4.875 x 10.75



1/3 PAGE SQ. (WxH)
4.50 x 4.625

Bleed Size:
4.875 x 5.25



1/2 PAGE HOR. (WxH)
6.875 x 4.625

Bleed Size:
7.875 x 5.25



1/2 PAGE VER. (WxH)
3.25 x 9.75

Bleed Size:
3.875 x 10.75



1/3 PAGE VER. (WxH)
2.125 x 9.75

Bleed Size:
2.625 x 10.75



1/4 PAGE (WxH)
3.25 x 4.625

Bleed Size:
3.75 x 5.25

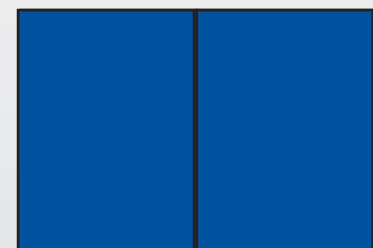


1/2 ISLAND (WxH)
4.5 x 7.375



1/2 SPREAD (WxH)
14.75 x 4.625

15.50 x 5.25 (Final trim size spread)



SPREAD (WxH)
14.75 x 9.75 (live)

Bleed: Carry bleed 1/8" beyond final trim size
15.50 x 10.75

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 as listed below.

1. Platform: Macintosh or PC accepted

2. Files Accepted: PDF/FX, 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:

- 300 dpi for full color artwork or grayscale
- 1200 dpi 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. For additional information on SWOP requirements, please 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. Electronic file transfer: You may submit electronic files via the website at **www.PentonDigitalAds.com**

When submitting files via web site, a SWOP certified proof must be mailed to:

Penton Media, Inc.
9800 Metcalf Avenue
Overland Park, KS 66212 USA
Attn: Rachel Klika/Outsourced Logistics
Rachel.Klika@penton.com (913-967-7205)

7. Insertion orders must be received by the posted close dates to honor all position requests.

Send insertion orders to:

Outsourced Logistics
ATTN: Rachel Klika
9800 Metcalf Avenue
Overland Park, KS 66212 USA
Email: Rachel.Klika@penton.com
Phone: 913-967-7205
Fax: 913-514-3614

For instructions on creating electronic files visit our web site at: **www.PentonDigitalAds.com**. For further technical assistance call 800-321-7003. Please make sure all digital ad files match the ad dimensions listed. Penton Media, Inc. reserves the right to reduce and/or re-size any over-sized or incorrectly sized ads to fit the ad dimensions indicated in the rate card.

Publisher Services

Advertisers will be billed for the following services:

- Convert native application files: \$125 Minimum charge.
- SWOP approved digital proof: \$100

Storage

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