

2012 GROSS RATES

THE AUTHORITATIVE VOICE OF THE DEAL ECONOMY

(Effective September 2011)



	1x	3x	6x	9x	12x
2 page spread	\$32,150	31,200	29,900	28,300	26,050
2 half page spread	\$19,500	18,900	18,150	17,150	15,800
Full page	\$17,400	16,900	16,200	15,300	14,100
1/2 page (vertical/horizontal)	\$10,450	10,150	9,700	9,200	8,450

Premium Positions and Guarantees

Cover 2, Page 1 ▶ add 30%

Cover 4 ▶ add 20%

Cover 2 ▶ add 20%

Far forward (1/2 half), Right hand page ▶ add 10%

Franchise positions ,Special reports ▶ add 10%

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• MATCHED COLORS: \$1,450 EXTRA PER AD UNIT OVER SPACE COST; \$1,850 EXTRA PER SPREAD (SAME COLOR). EACH METALLIC COLOR IS AN EXTRA \$600.

•• NO BONUS ADS IN ANNUAL YEAR IN REVIEW ISSUE.

2 PAGE SPREAD EXAMPLE



FULL PAGE EXAMPLES



1/2 PAGE VERTICAL EXAMPLE

2012 ADVERTISING SPECS

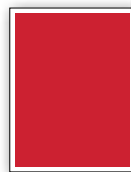
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Standard Ad Sizes	Non Bleed Size	Trim Size	Bleed Size
Full Page	7"w x 9.75"h	8"w x 10.75"h	8.25"w x 11"h
Spread	15"w x 9.75"h	16"w x 10.75"h	16.5"w x 11"h
1/2 Horizontal	7"w x 4.75"h	8"w x 5.25"h	8.25"w x 5.375"h
1/2 Horiz. Spread	15"w x 4.75"h	16"w x 5.25"h	16.25"w x 5.375"h
1/2 Vertical	3.375"w x 9.75"h	3.875"w x 10.75"h	4"w x 11"h

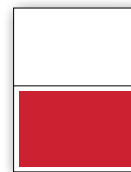
TYPE SAFETY IS 1/4" FROM TRIM
CROSSOVER TYPE SAFETY IS 1/4" FROM EITHER SIDE OF GUTTER



FULL PAGE



FULL PAGE SPREAD



HALF PAGE
HORIZONTAL



HALF PAGE HORIZONTAL
SPREAD



HALF PAGE
VERTICAL

TRIM SIZE: 8" X 10-3/4" **BINDING:** PERFECT BOUND
PRINTING PROCESS: 4-COLOR HEATSET WEB OFFSET 150 LINE SCREEN
PAPER: COVER—100# COATED GLOSS; BODY—50# COATED GLOSS

THE DEAL LLC ACCEPTS ONLY ISO STANDARD PDF/X1A FORMAT FILES. PLEASE DO NOT SEND APPLICATION, POSTSCRIPT OR TIFF-IT FILES
PDF/X1A FILES SHOULD BE FLIGHT-CHECKED BEFORE SUBMISSION AND SHOULD CONTAIN ONLY HIGH RESOLUTION CMYK IMAGES SUITABLE FOR 150 LINE
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NOT A SWOP PROOF.

THE DEAL LLC WILL NOT ACCEPT AD FILES THAT DO NOT MEET MECHANICAL SPECIFICATIONS. THE DEAL DOES NOT ACCEPT RESPONSIBILITY FOR TYPO-
GRAPHICAL ERRORS IN ADVERTISER- SUBMITTED CREATIVE.

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ADPRODUCTION@THEDEAL.COM.

FOR SALES INQUIRIES, CONTACT YOUR REPRESENTATIVE OR MICKEY HERNANDEZ AT 212.313.9270 OR MHERNANDEZ@THEDEAL.COM

SEND FILES ON CD-R OR DVD-R DISCS AND PROOFS TO:

THE DEAL - THE DEAL LLC, ATTENTION: JOSEPH NARVASA, 20 BROAD STREET, 6TH FLOOR, NEW YORK, NY 10005.

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