

2011 GROSS RATES

THE AUTHORITATIVE VOICE OF THE DEAL ECONOMY



Color*	1x	4x	8x	12x	16x	20x
2 page spread	\$32,150	31,200	29,900	28,300	27,300	26,050
2 half page spread	\$21,550	20,900	20,050	19,000	18,300	17,450
Full page	\$17,400	16,900	16,200	15,300	14,800	14,100
1/2 page (vertical/horizontal)	\$11,650	11,300	10,850	10,250	9,900	9,450
1/3 page (vertical/horizontal)	\$8,100	7,850	7,550	7,100	6,900	6,550
Black & White	1x	4x	8x	12x	16x	20x
2 page spread	\$23,600	22,900	21,950	20,750	20,050	19,100
2 half page spread	\$15,750	15,300	14,650	13,850	13,400	12,750
Full page	\$12,750	12,350	11,900	11,200	10,850	10,350
1/2 page (vertical/horizontal)	\$8,550	8,300	7,950	7,500	7,250	6,950
1/3 page (vertical/horizontal)	\$6,350	6,150	5,900	5,600	5,400	5,150
Black & White Tombstone**	1x	4x	8x	12x	16x	20x
Full page	\$11,450	11,100	10,650	10,100	9,750	9,300
1/2 page (vertical/horizontal)	\$7,650	7,400	7,100	6,750	6,500	6,200
1/3 page (vertical/horizontal)	\$5,700	5,550	5,300	5,000	4,850	4,600

Premium Positions and Guarantees

Cover 2, Page 1 ▶ add 30%

Cover 4 ▶ add 20%

Cover 2 ▶ add 20%

Tombstone color ▶ add 20%

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

Special reports ▶ add 10%

Franchise positions ▶ add 10%

PUBLISHER RESERVES THE RIGHT TO LIMIT FF POSITIONS TO ADVERTISERS WHO PAY THE GUARANTEE SURCHARGE. NO POSITION OR PAGE EXCLUSIVITY GUARANTEES AVAILABLE FOR 1/2 AND 1/3 PAGE UNITS. 1/3 PAGE UNITS MAY BE STACKED FOR A MAXIMUM OF TWO 1/3 PAGE UNITS ON ANY GIVEN PAGE.

* 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.

** PROFESSIONAL ANNOUNCEMENT OR SINGLE DEAL ANNOUNCEMENT QUALIFIES FOR TOMBSTONE RATE.

PUBLISHER WILL SHORT RATE FOR ADS THAT DO NOT QUALIFY.

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

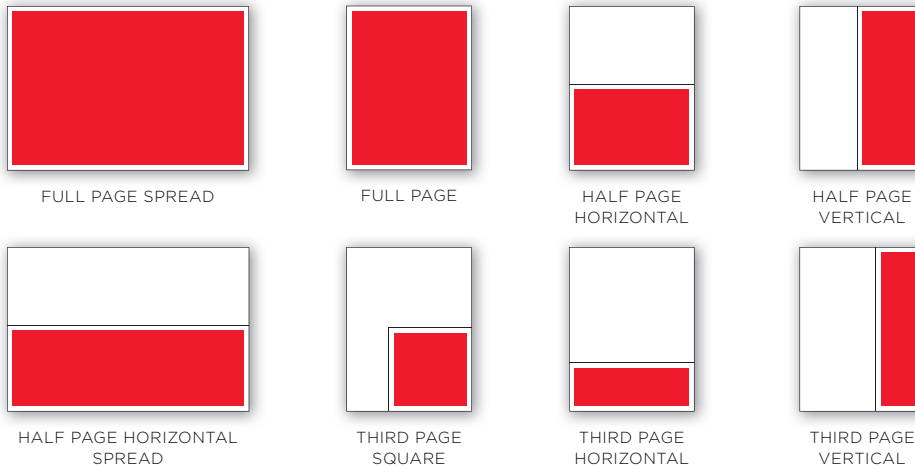
2011 ADVERTISING SPECS

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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
1/3 Vertical	2.125" w x 9.75" h	2.625" w x 10.75" h	2.75" w x 11" h
1/3 Horizontal	7" w x 3.125" h	8" w x 3.625" h	8.25" w x 3.75" h
1/3 Square	4.75" w x 4.75" h	5.25" w x 5.25" h	5.375" w x 5.375" h

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



TRIM SIZE: 8" X 10-3/4" **BINDING:** SADDLESTITCH
PRINTING PROCESS: 4-COLOR HEATSET WEB OFFSET 150 LINE SCREEN
PAPER: COVER—70# SOMERSET GLOSS #3 BODY—40# BOWATER GLOSS #5 CGW

THE DEAL LLC ACCEPTS ISO STANDARD PDF/X1A FORMAT FILES AND IS PRODUCED BY A DIRECT COMPUTER-TO-PLATE PROCESS. PLEASE DO NOT SEND APPLICATION, POSTSCRIPT OR TIFF-IT FILES OR FILM.

PDF/X1A FILES SHOULD BE FLIGHT-CHECKED BEFORE SUBMISSION AND SHOULD CONTAIN ONLY HIGH RESOLUTION CMYK IMAGES SUITABLE FOR 150 LINE SCREENS (300PPI). ALL FONTS MUST BE EMBEDDED IN THE PDF FILE. ALL CROP MARKS, PIN MARKS AND SLUGS SHOULD BE PLACED OUTSIDE OF IMAGE AREA. TWO (2) SWOP CERTIFIED PROOFS (KODAK APPROVAL, IRIS, SWOP EPSON/CANON OR EQUIVALENT) MUST ACCOMPANY EACH AD.

ADS THAT ARE NOT ACCOMPANIED BY PROOFS OR ONLY BY LOW-QUALITY BLACK AND WHITE OR NON-SWOP CERTIFIED PROOFS WILL BE PRINTED TO STANDARD SWOP SPECIFICATIONS. A COLOR LASER PROOF IS NOT A SWOP PROOF.

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

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