

2012 Advertising Rates

Rate Card 34

DESCRIPTION

Controlled circulation square tabloid size 10" x 12" newspaper. Issued monthly. Printed offset on glossy coated stock. Four-column format. Columns are 2-1/6" wide by 11" deep.

DISPLAY ADVERTISING RATES

Black & White				Four-Color			
Unit	1 Time	6 Times	12 Times	Unit	1 Time	6 Times	12 Times
Full tabloid page	\$3,610	\$3,275	\$2,795	Full tabloid page	\$4,385	\$4,050	\$3,570
Tabloid page spread	6,395	5,825	5,135	Tabloid page spread	7,645	7,075	6,385
4/5 tabloid page	2,860	2,710	2,515	4/5 tabloid page	3,635	3,485	3,290
1/2 tabloid page	2,335	2,215	2,070	1/2 tabloid page	3,110	2,990	2,845
1/2 page spread	4,920	4,655	4,350	1/2 page spread	5,695	5,430	5,125
1/3 tabloid page	1,650	1,590	1,475	1/3 tabloid page	2,425	2,365	2,250
1/4 tabloid page	1,360	1,295	1,220	1/4 tabloid page	2,135	2,070	1,995
1/6 tabloid page	1,045	985	900	1/6 tabloid page	1,820	1,760	1,675

Number of insertions used within 12 months from date of first insertion on contract period determines frequency rate. Minimum rate holder is 1/6 tabloid page.

TWO-COLOR RATES. Add to black and white rates.
Standard—per color, per page \$325
PMS or MATCHED—no more than
one color per page 495

COMMISSIONS, DISCOUNTS
15% commissions to recognized agencies on space and color, if paid within 30 days. No commissions on production charges.

CONTRACTS, COPY REGULATIONS
Agencies and clients assume all responsibility for advertising content. No ad cancellations allowable after first of month preceding month of publication.

ISSUANCE AND CLOSING DATES
Published 20th of month. Space reservations close first of month prior to publication. All material due 5th of month prior to publication.

INSERTS, GATEFOLDS
Gatefolds available with two-month lead time. Inserts accepted for binding or tip-in. Contact publisher for rates, specs and shipping.

SUBSCRIPTIONS
U.S. and APO or FPO addresses, \$105 per year; two years, \$160; special issues \$65 each.

MATERIAL SPECIFICATIONS
For ad sizes, mechanical information and advertising requirements, contact production department:
janet@productionebm.com

ebm
EXECUTIVE BUSINESS MEDIA, INC.
825 Old Country Road, Westbury, NY 11590
Phone: (516) 334-3030 • Fax: (516) 334-3059
helen@ebmpubs.com