

Frequency – 24 issues a year, **rt image** is published on the first and third Mondays. Published in print on the 1st Monday of the month. First and third Mondays are published digitally.

Product Advertising Packages¹

| Product Advertising Packages ^o | 1 print & 2 digital, 4-color Ads/Month | 30-Day Banner | E-newsletter Sponsorship | Exclusive E-blast | Package Valued at | 1 Month | 3 Months | 6 Months | 12 Months |
|---|--|---------------------|--------------------------|-------------------|-------------------|----------|----------|----------|-----------|
| Full Pg | ✓ (Full Pg) | ✓ (Top-Middle) | ✓ | ✓ | \$14,740 | \$11,790 | \$11,055 | \$10,315 | \$8,845 |
| 2/3 Pg | ✓ (2/3 Pg) | ✓ (Top-Middle) | ✓ | ✓ | \$13,580 | \$10,865 | \$10,185 | \$9,505 | \$8,150 |
| 1/2 Pg | ✓ (1/2 Pg) | ✓ (Feature) | ✓ | | \$8,705 | \$6,965 | \$6,530 | \$6,095 | \$5,225 |
| 1/3 Pg | ✓ (1/3 Pg) | ✓ (Cover Story) | ✓ | | \$6,895 | \$5,515 | \$5,170 | \$4,825 | \$4,135 |
| 1/4 Pg | ✓ (1/4 Pg) | ✓ (Left Navigation) | ✓ | | \$6,580 | \$5,265 | \$4,935 | \$4,605 | \$3,950 |

Print & Digital² Advertising Rates

| Size | 1x | 3x | 6x | 12x |
|---------|---------|---------|---------|---------|
| Full Pg | \$3,310 | \$3,095 | \$2,885 | \$2,670 |
| 2/3 Pg | \$2,700 | \$2,560 | \$2,350 | \$2,135 |
| 1/2 Pg | \$2,125 | \$2,015 | \$1,800 | \$1,600 |
| 1/3Pg | \$1,170 | \$1,125 | \$1,065 | \$955 |
| 1/4 Pg | \$1,005 | \$950 | \$905 | \$815 |

2-color add \$500
4-color add \$900

¹ If frequency contract is cancelled, client will be subject to pay a short rate

² Digital only, take 30% off the ad rate

E-mail List Rental - Limited to 1 item per week

| E-list Rental | Cost Per Address | Rate Per Address |
|-----------------------|------------------|------------------|
| Plain Text | 1-18,000 | 18¢ |
| Graphics ³ | 1-18,000 | 21¢ |

³ File Type: HTML file with associated images. Recommended to be viewable in an E-mail window 550 pixels wide. Production charges apply if e-blast creation is needed.



Banner Examples:

468 x 60 pixels

345 x 173 pixels

188 x 400 pixels

200 x 400 pixels

Banner Opportunities - 30 days

| Banner | Location | Size | Cost/Month |
|------------------------------------|---------------------------------|------------------|----------------------|
| Exclusive E-newsletter sponsorship | E-newsletter | 468 x 60 pixels | \$1,950 ⁴ |
| Top - Middle | Run-of-Site | 468 x 60 pixels | \$1,820 |
| Product | Product Preview | 468 x 60 pixels | \$780 |
| Job Center | Classified/Career Center | 468 x 60 pixels | \$780 |
| Event | Event/Calendar | 468 x 60 pixels | \$780 |
| Data Sheet | Individual Data Sheet of choice | 468 x 60 pixels | \$780 |
| Feature | Home page under Feature | 345 x 173 pixels | \$780 |
| Cover Story | Home page under Cover Story | 200 x 400 pixels | \$780 |
| Left Navigation | Left run-of-site | 188 x 400 pixels | \$780 |

⁴ Ad appears on 1 e-newsletter

File Type: GIF, JPG, Animated GIF or Flash version 9 or earlier.
Flash banners must be built containing a link.
Maximum File Size: 25K
e-newsletter Files Required: Logo, Banner, 50 words of text

Print & Digital Product Advertising Specifications

| Size | Width | Height |
|-----------|---------------------------------------|-----------|
| Full Pg | 7.36" | x 9.5" |
| Bleed | 8.625" | x 11.125" |
| Trim | 8.375" | x 10.875" |
| Live Area | 7.875" | x 10.375" |
| 2/3 Pg | 4.75" | x 9.5" |
| 1/2 Pg | (H) 7.36" x 4.66" (V) 3.5" x 9.5" | |
| 1/3 Pg | (H) 4.75" x 4.66" (V) 2.25" x 9.5" | |
| 1/4 Pg | (H) 3.5" x 4.66" | |

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