

GROSS RATES 2011

print rates & specifications

BLACK & WHITE	1X	3X	6X	9X	12X	18X	24X
Spread	\$7,482	\$7,127	\$6,768	\$6,471	\$6,176	\$5,877	\$5,604
Full Page	\$3,741	\$3,563	\$3,385	\$3,236	\$3,088	\$2,941	\$2,803
2/3 Page	\$3,088	\$2,941	\$2,784	\$2,672	\$2,547	\$2,429	\$2,315
1/2 Island Page	\$2,955	\$2,804	\$2,666	\$2,565	\$2,445	\$2,327	\$2,207
1/2 Horizontal Page	\$2,651	\$2,530	\$2,425	\$2,320	\$2,204	\$2,089	\$1,976
1/3 Horizontal Page	\$2,160	\$2,036	\$1,853	\$1,762	\$1,703	\$1,672	\$1,581
1/3 Square or Vertical	\$1,885	\$1,793	\$1,703	\$1,641	\$1,564	\$1,489	\$1,411
1/4 Page	\$1,399	\$1,332	\$1,266	\$1,215	\$1,159	\$1,095	\$1,033

FOUR COLOR	1X	3X	6X	9X	12X	18X	24X
Spread	\$9,532	\$9,177	\$8,818	\$8,521	\$8,226	\$7,927	\$7,654
Full Page	\$5,106	\$4,928	\$4,750	\$4,601	\$4,453	\$4,306	\$4,168
2/3 Page	\$4,453	\$4,306	\$4,149	\$4,037	\$3,912	\$3,794	\$3,680
1/2 Island Page	\$4,320	\$4,169	\$4,031	\$3,930	\$3,810	\$3,692	\$3,572
1/2 Horizontal Page	\$4,016	\$3,895	\$3,790	\$3,685	\$3,569	\$3,454	\$3,341
1/3 Horizontal Page	\$3,060	\$2,936	\$2,753	\$2,662	\$2,603	\$2,572	\$2,481
1/3 Square or Vertical	\$2,785	\$2,693	\$2,603	\$2,541	\$2,464	\$2,389	\$2,311
1/4 Page	\$2,299	\$2,232	\$2,166	\$2,115	\$2,059	\$1,995	\$1,933

MATCHED COLOR	1X	3X	6X	9X	12X	18X	24X
Spread	\$8,882	\$8,527	\$8,168	\$7,871	\$7,576	\$7,277	\$7,004
Full Page	\$4,681	\$4,503	\$4,325	\$4,176	\$4,028	\$3,881	\$3,743
2/3 Page	\$4,028	\$3,881	\$3,724	\$3,612	\$3,487	\$3,369	\$3,255
1/2 Island Page	\$3,895	\$3,744	\$3,606	\$3,505	\$3,385	\$3,267	\$3,147
1/2 Horizontal Page	\$3,591	\$3,470	\$3,365	\$3,260	\$3,144	\$3,029	\$2,916
1/3 Horizontal Page	\$2,775	\$2,651	\$2,468	\$2,377	\$2,318	\$2,287	\$2,196
1/3 Square or Vertical	\$2,500	\$2,408	\$2,318	\$2,256	\$2,179	\$2,104	\$2,026
1/4 Page	\$2,014	\$1,947	\$1,881	\$1,830	\$1,774	\$1,710	\$1,648

STANDARD COLOR	1X	3X	6X	9X	12X	18X	24X
Spread	\$8,297	\$7,942	\$7,583	\$7,286	\$6,991	\$6,692	\$6,419
Full Page	\$4,291	\$4,113	\$3,935	\$3,786	\$3,638	\$3,491	\$3,353
2/3 Page	\$3,638	\$3,491	\$3,334	\$3,222	\$3,097	\$2,979	\$2,865
1/2 Island Page	\$3,505	\$3,354	\$3,216	\$3,115	\$2,995	\$2,877	\$2,757
1/2 Horizontal Page	\$3,201	\$3,080	\$2,975	\$2,870	\$2,754	\$2,639	\$2,526
1/3 Horizontal Page	\$2,535	\$2,411	\$2,228	\$2,137	\$2,078	\$2,047	\$1,956
1/3 Square or Vertical	\$2,260	\$2,168	\$2,078	\$2,016	\$1,939	\$1,864	\$1,786
1/4 Page	\$1,774	\$1,707	\$1,641	\$1,590	\$1,534	\$1,470	\$1,408

SPECIAL POSITIONS	STANDARD	MATCHED	FOUR
Spread	\$815	\$1,400	\$2,050
Full Page	\$550	\$940	\$1,365
2/3 Page	\$550	\$940	\$1,365
1/2 Island Page	\$550	\$940	\$1,365
1/2 Horizontal Page	\$550	\$940	\$1,365
1/3 Horizontal Page	\$375	\$615	\$900
1/3 Square or Vertical	\$375	\$615	\$900
1/4 Page	\$375	\$615	\$900

Cover 2: 20%; Cover 3: 15%; Cover 4: 20%



"I read Media Business every issue. It does a great job of listening to what's going on in the industry."

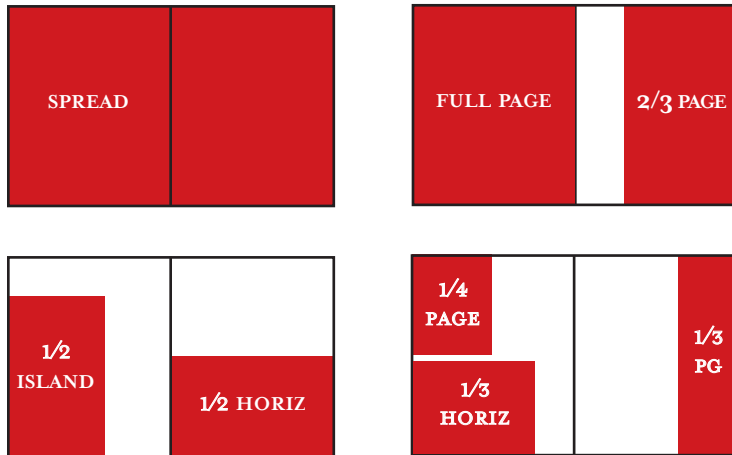
— JOY PUZZO, CORPORATE CIRCULATION DIRECTOR, ADVANSTAR COMMUNICATIONS

MECHANICAL REQUIREMENTS

SPACE UNIT	NON-BLEED (w x d)	BLEED (w x d)
Spread	16" x 10"	16-3/4" x 11-1/8"
Full Page	7" x 10"	8-3/8" x 11-1/8"
2/3 Page	4-1/2" x 10"	n/a
1/2 Island Page	4-1/2" x 7-1/2"	n/a
1/2 Horizontal Page	7" x 4-7/8"	n/a
1/3 Horizontal or Square	4-1/2 x 4-7/8"	n/a
1/3 Vertical	2-3/16" x 10"	n/a
1/4 Page	3-3/8" x 4-7/8"	n/a

PUBLICATION TRIM SIZE: 8-1/8" x 10-7/8".

Live matter should be kept 3/8" from the trim and 1/2" from edges of bleed plate.



PRODUCTION SPECIFICATIONS

All advertising should be provided in a digital format. Preferred file formats are PDF and EPS files with all fonts and images embedded. Ads should be uploaded at http://crain.com/digital_ad_center/

Detailed specifications and file uploading information is available online at www.crain.com/digital_ad_center. Please contact the Production Department if you have any questions or require additional information.

PRODUCTION DEPARTMENT:

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