

Insert Net Rates

Pages	Less than 94 square inches	More than 94 square inches
1	\$8,275	\$10,350
2	\$11,200	\$13,900
4	\$15,500	\$19,450
6	\$20,100	\$23,350
8	\$24,750	\$29,200
12	\$28,875	\$35,280
BRC	\$8,000	

Additional production costs may apply.

Production

Publication Trim Size
10.4375" x 14.5"

Type or Film Size

Full page is 70 column inches: 5 columns, 14" deep. Space is available in any combination of columns and inches, within limitations on depths as noted below. Exception: Any ad exceeding 12 1/2" depth will be run and billed at full-column depth of 14".

Space Size	Width	Min-Max Depth
1 page (5 col)	9.8"	14"
1 column	1.8"	1"-14"
2 column	3.8"	2"-14"
3 column	5.8"	2"-14"
4 column	7.8"	2"-14"
5 column	9.8"	2"-14"
6 column	12.25"	8"-14"
8 column	16.3"	8"-14"
10 column	20.3"	8"-14"
Center spread	20.3"	14"

Facing five-column units less than 8" in depth available at 10% premium; minimum depth 5". Three, four, and five column units, 8" or larger in depth, may be purchased on facing pages with gutter bleed at regular rates.

Bleed or Oversize Ad Sizes

Single-Page Bleed	10.6875" x 14.75"
Spread Bleed	21.125" x 14.75"
Gutter-Bleed Spread	20.3" x 14"
Junior Spread	16.3" x 10"
8-Column Ads Using Gutter	16.3" x depth
6-Column Ads Using Gutter	12.25" x depth
Trim Size Page	10.4375" x 14.5"
Trim Size Spread	20.875" x 14.5"

Gatefold

Cover 2	10.0625" x 14.75"
Cover 2A and 2B (Spread)	20.25" x 14.75"

Specific issues only. Consult Publisher for availability. Keep vital advertising matter a minimum of 3/8" away from trim on all bleed pages.

Digital Advertisements

Required format for black & white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format with all fonts and images embedded. Embedded images must be a minimum of 300 ppi (pixels per inch). Color images must be CMYK. All fonts (either Postscript or True Type) must be embedded. Files containing RGB or LAB images will not be accepted. For further instructions on how to prepare your digital advertisement and upload to Crain's Digital Ad Center, please visit www.crain.com/digital_ad_center. Please contact the Production Department at (312) 649-5337 if you have any questions or require additional information.

Disks and proofs should be shipped pre-paid to:

BtoB
Attn: Production Manager
360 N. Michigan Avenue
Chicago, IL 60601
Tel: 312-649-5337

Inserts should be shipped pre-paid to Brown Printing. Contact BtoB's Production Manager for detailed shipping instructions at 312-649-5337.



General Advertising Sizes

	Columns	Inches
2 Page Spread (140")	10c x 14"	20.3" x 14"
Junior Spread (80")	8c x 10"	16.3" x 10"
Full Page (70")	5c x 14"	9.8" x 14"
3/5 Page (42")	3c x 14"	5.8" x 14"
Junior Page (40")	4c x 10"	7.8" x 10"
Half Page (35")	5c x 7"	9.8" x 7"
1/3 Page (24")	4c x 6"	7.8" x 6"
1/4 Page (18")	3c x 6"	5.8" x 6"
Horizontal Strip (15")	5c x 3"	9.8" x 3"
1/8 Page (10")	2c x 5"	3.8" x 5"

Four-Color Advertisements

To assist our printer in obtaining a good press match on a web offset press it is important to follow general industry guidelines when preparing files and proofs. Go to www.crain.com/digital_ad_center for further information.

Two-Color Advertisements

Standard AAAA and ABM process colors are solid traps using process inks and are available at Standard Color Rate.

Blue - 100% process cyan

Magenta - 100% process magenta

Yellow - 100% process yellow

Red - 100% process magenta and 100% process yellow

Green - 100% process cyan and 100% process yellow

Matched Color

PMS inks or pre-mixed inks require dedicated print units and will be billed at the Matched Color Rate.

Reverse ads: Reverse black and white advertisements are accepted at no additional charge.

File Preparation

The following recommendations are offered as general industry guidelines for preparing files and proofs that will assist our printer in obtaining a good press match on our web offset press:

- 120 line screen is recommended, not to exceed 133 line screen.
- Maximum density in any one area, all colors, should not exceed 300%, with one solid color.
- Reverse lettering in four-color advertisements should be spread with dominant color forming shape of letters. Thin lines, serifs, small and medium-size lettering should be restricted to one color only.
- Preferred proofs are Kodak Approvals or Iris proofs prepared 5-7% heavier than the file to simulate press gain and ink coverage to our web offset printer.

File Preparation (cont.)

- Color lasers or low quality ink jet prints are not acceptable for color guidance.
- Follow AAAA/ABM/MPA recommended standards for process ink color formulations.
- Proofing progression of colors should correspond to BtoB's printing press: black, blue, red, yellow.
- Recommended proofing stock is a 60 lb basis weight of 70 (nominal) brightness.

Advertisements supplied to BtoB without an acceptable color proof will be printed to SWOP standards. The Printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

Mechanical Data

Printing

BtoB is printed heat-set web offset. In general follow AAAA recommended standards for offset printing (SWOP).

Paper Stock

Machine-coated gloss, 36 lb Basis weight.

Binding

Saddle-stitched.

Trim Size

10.4375" x 14.5"

Publication and Closing Dates

Publisher may act on the written instruction of either the advertiser or agency as to any ad. No liability is assumed as to any instructions received after closing date. When proof must be submitted for approval, copy of artwork must be in the hands of Publisher two weeks preceding date of publication.



Terms and Conditions

The following terms and conditions shall be deemed incorporated in every insertion order or space contract tendered to **BtoB** unless modified by written agreement signed by an officer of "Publisher," and shall supersede any inconsistent statements in such order or contract.

Publisher reserves the right to change the rates and terms herein at any time without notice, provided only that for any contract advertiser the rates herein shall continue to apply for issues published within 60 days of the effective date of such change.

Agency Commission

15% of gross billing allowed to recognized agencies on space, color, bleed and position provided account is paid within 30 days of invoice date. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges.

General Advertising Rates

Frequency rates: Number of insertions used by an advertiser within 12 months from date of first insertion of contract period determines frequency rate.

Minimum Rate-Holder: 10 Inches

Full or fractional-page spread advertisements are charged at the corresponding per-inch rate.

Multiple units of space in one issue are charged at individual unit rates and are counted as individual insertions for the purpose of determining frequency discount.

Space is available in a variety of column inches in multiples of 1/4" per column with a minimum space of one column inch. To determine rate, use inch rate corresponding to size and frequency rate.

Insertions in The Ad Age Group and **BtoB** may be combined within same contract year to obtain lowest earned frequency rate in **BtoB**. Frequency discount is subject to minimum rate-holder requirement for each publication.

Short Rates and Rebates

Advertisers will be short-rated if within a 12-month period from the date of the first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if within a 12-month period from the date of first insertion they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Copy Service

Advertisers who do not have an agency and request copy and art will be charged current Publisher's rates.

Publisher's Protective Clause

By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in **BtoB** and by their tendering such insertion orders the advertiser or agency shall indemnify and hold Publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney's fees) resulting in any way from Publisher's compliance with such insertion orders (including but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise) and Publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be a party all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency.

Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice or to defer or cancel the printing, publication or circulation of any issue or of the tendered advertising and shall not be liable for any failure to print, publish or circulate all or any portion of any issue or of the tendered advertising because of labor disputes involving the Publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges that may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The Publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted that simulates **BtoB** editorial material.

Payment Terms

Invoices are dated as of the issue date and are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion order for payment; however, Publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to Publisher, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.

Note: Rates are subject to change without notice.

