

RATE CARD

Information Today 2012 Rate Card #31

Prices are quoted as black-&-white rates. For four-color process, add \$1,195 per page.

SIZE	DIMENSIONS	1X	3X	6X	11X
Full-Tab Spread Bleed*	19" x 11 ³ / ₄ "	\$6,090	\$5,500	\$5,200	\$5,020
Full-Tab Page Bleed*	9 ¹ / ₂ " x 11 ³ / ₄ "	3,045	2,750	2,600	2,510
Full-Tab Page Standard	7 ³ / ₄ " x 10 ¹ / ₂ "	2,695	2,485	2,360	2,295
Half Spread	18 ¹ / ₈ " x 5 ¹ / ₄ "	4,900	4,530	4,300	4,150
Half Horizontal	8 ¹ / ₂ " x 5 ¹ / ₄ "	2,450	2,265	2,150	2,075
Half Vertical	4 ¹ / ₈ " x 10 ⁵ / ₈ "	2,450	2,265	2,150	2,075
Two-Thirds Horizontal	8 ¹ / ₂ " x 7"	2,555	2,390	2,280	2,195
One-Third Horizontal	8 ¹ / ₂ " x 3 ³ / ₈ "	2,010	1,815	1,765	1,685
One-Quarter Square	4 ¹ / ₈ " x 5 ¹ / ₈ "	1,645	1,460	1,435	1,365
One-Quarter Vertical	2" x 10 ⁵ / ₈ "	1,645	1,460	1,435	1,365

Bleeds—*add 1/4 inch to trim size all around for bleed

Bleeds are available for Full-Tab Page, Full-Page Spread, and Half Spread sizes only (15% extra charge for bleeds).

CLOSING DATES:	SPACE	WHITE PAPER	AD MATERIALS DUE
	RESERVATIONS	AD MATERIALS DUE	
January	11/17/11	12/5/11	12/13/11
February	12/19/11	1/4/12	1/12/12
March	1/23/12	2/6/12	2/14/12
April	2/17/12	3/5/12	3/13/12
May	3/21/12	4/4/12	4/12/12
June	4/20/12	5/4/12	5/14/12
July/August	5/22/12	6/5/12	6/14/12
September	7/23/12	8/6/12	8/14/12
October	8/20/12	9/4/12	9/12/12
November	9/20/12	10/4/12	10/12/12
December	10/9/12	10/23/12	10/31/12

Additional for Covers

- › 2nd cover \$495
- › 3rd cover \$445
- › 4th cover \$545

Special Positions

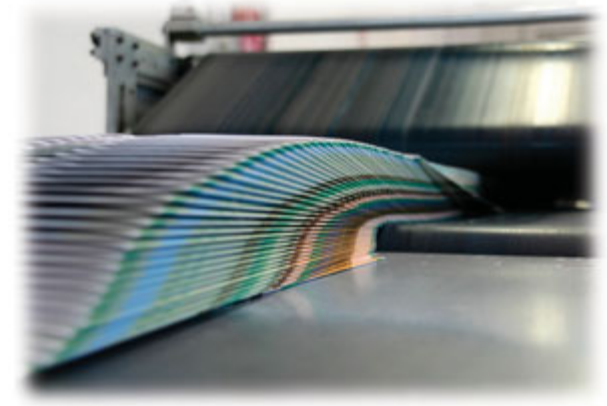
A 20% premium will be charged for a specified page or position on the page.

Color Ads (per page)

- › \$1,195 for 4-color process

Specifications

Publication size 9¹/₂"w x 11³/₄"d.
Editorial pages are 4 columns wide.



Advertising Regulations

- › A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- › Advertisers using 3-, 6-, or 11-time rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
- › All advertising is subject to the publisher's approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.
- › Unless advertiser requests return of materials, they will not be returned, and later retrieval cannot be guaranteed.

Cancellations

Cancellations must be made in writing 30 business days prior to material deadlines.

Cover and premium positions are noncancelable.

AD RESERVATIONS

General display reservations due 14 days prior to ad material deadlines. Call for space availability on later reservations.

For more information on advertising in Information Today, contact:

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