

RATE CARD

➤ **Searcher 2012 Rate Card #19**

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

SIZE	DIMENSIONS	1X	5X	10X
Full-Page Spread	15 1/2" w x 10" d	\$2,950	\$2,630	\$2,410
Full Page	7" x 10"	1,475	1,315	1,205
2/3 Page	4 5/8" x 9 5/8"	1,315	1,180	1,065
1/2-Page Spread	15 1/2" x 5"	2,370	2,140	1,930
1/2-Page Horizontal	7" x 5"	1,185	1,070	965
1/3-Page Square	4 5/8" x 4 3/4"	1,090	990	890
1/3-Page Vertical	2 1/4" x 9 5/8"	1,090	990	890
1/6-Page Vertical	2 1/4" x 4 3/4"	890	830	750

Bleeds

Bleeds are available for Full Page, Full-Page Spread, and 1/2-Page Spread sizes only.
(15% extra charge for bleeds.)

	FULL PAGE	FULL-PAGE SPREAD	1/2-PAGE SPREAD
Bleed size	8 7/8" w x 11 1/2" d	17 1/4" w x 11 1/2" d	17 1/4" w x 5 3/4" d
Trim Size	8 3/8" x 11"	16 3/4" x 11"	16 3/4" x 5 1/2"
Live Copy	7 7/8" x 10 1/2"	16 1/4" x 10 1/2"	16 1/4" x 5 1/4"

Advertising Regulations

- A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- Advertisers using 5- or 10-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.

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 is 8 3/8" w x 11" d— a standard magazine size. Editorial pages are 3 columns wide.

CLOSING DATES:

MONTH	SPACE RESERVATION	WHITE PAPER MATERIALS	AD MATERIALS
Jan/Feb	12/29/11	1/6/12	1/17/12
March	1/31/12	2/7/12	2/16/12
April	3/1/12	3/8/12	3/19/12
May	3/30/12	4/6/12	4/17/12
June	5/1/12	5/8/12	5/17/12
July/August	5/31/12	6/7/12	6/18/12
September	8/1/12	8/8/12	8/17/12
October	8/30/12	9/7/12	9/18/12
November	10/1/12	10/8/12	10/17/12
December	10/29/12	11/6/12	11/14/12

For more information, contact:

Michael Zarrello • Advertising Sales Director • (609) 654-6266 ext. 132 • (609) 714-2159 fax • mzarrello@infotoday.com