

RATES AND SPECS [PLEASE INQUIRE ABOUT DISCOUNT PACKAGES FOR MULTI BUYS]

➤ **OnlineSearcher 2017**

Prices quoted as four-color rates.

SIZE	DIMENSIONS	1x
Full-Page Spread	15-5/8"w x 10"d	\$5,780
Full Page	7-1/4" x 10"	\$2,890
Half Horizontal	7" x 4-1/2"	\$2,290

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

*Bleeds are available for Full Page and Full-Page Spread sizes only.

	FULL PAGE
Bleed Size	9"w x 11-1/4"d
Trim Size	8-1/2" x 11"
Live Copy	8" x 10-1/2"

**ONLINE
SEARCHER**

CLOSING DATES:	SPACE RESERVATIONS	AD MATERIALS DUE
Jan/Feb	12/2/16	12/16/16
March/April	2/23/17	2/17/17
May/June	4/3/17	4/17/17
July/August	6/2/17	6/16/17
Sep/Oct	8/3/17	8/17/17
Nov/Dec	10/3/17	10/17/17

Advertising Regulations

- › A 15% commission is paid to recognized agencies.
- › Advertisers using multi-buy 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.

Cancellations

- › Cancellations must be made in writing 30 business days prior to material deadlines.
Cover and premium positions are noncancelable.

Premium for Covers

- › \$550

Special Positions

- › A 20% premium.

For more information on advertising in Information Today, contact:

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