



# 2002 Final Program Insertion Order

Size	Rate	Standard Ad Sizes	Full Page Bleed Sizes
Full Page	\$1,845	7" wide x 10" high	Bleed 9" wide x 11-1/2" high
Half Page	\$1,495	7" wide x 5" high	Trim 8-1/2" wide x 11" high
			Live 8" wide x 10-1/2" high

### Additional Charges

Standard and Matched PMS Color, per color, per page:	\$695
Full Color per page:	\$995
Bleeds:	additional 15% of page rate
Covers: Inside	\$475
Back Cover	\$525
Specified Far Forward Page Positions	\$195

### Deadlines

Reservations March 29, 2002

Digital ads and/or film negatives due on April 10, 2002

\*If film negatives are supplied there will be a \$95 charge to convert to digital file.

To submit ads on disk or electronically go to [www.infotoday.com/advert/CTPAdSpecs.pdf](http://www.infotoday.com/advert/CTPAdSpecs.pdf) for details.

### Screens

133 line preferred

120 line acceptable

### Please Reserve

Advertising space in the InfoToday 2002 **Final Program** (check one)

\_\_\_\_\_ Full Page(s)      \_\_\_\_\_ Half Page(s)      \$ \_\_\_\_\_

Other charges (specify) \_\_\_\_\_ \$ \_\_\_\_\_

Less 15% Advertising Agency Discount      \$ \_\_\_\_\_

(Applies to recognized advertising agencies only)

**Total** \$ \_\_\_\_\_

Company \_\_\_\_\_ Agency (if applies) \_\_\_\_\_

Address \_\_\_\_\_ Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Authorizing Person \_\_\_\_\_ Authorizing Person \_\_\_\_\_

Signature \_\_\_\_\_ Signature \_\_\_\_\_

Phone \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_ E-mail \_\_\_\_\_

**For additional information about InfoToday 2002 advertising opportunities, contact Mike Zarrello at:**



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