

PRINT RATES & SPECS

PUBLICATION TRIM SIZE:

9" width
x
10-7/8" height

Bleed sizes: Live matter should be 3/8" from trim. Allow 1/8" safety in gutter for spreads.

Spread 18-1/4" x 11-1/8"	Full Page 9-1/4" x 11-1/8"	1/2-vert. 4-1/2" x 11-1/8"	1/2-horiz. 9-1/4" x 5-1/2"	1/3-horiz. 9-1/4" x 4-1/4"	1/3-vert. 3.125" x 11-1/8"
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Bleed Trim sizes:

Spread 18" x 10-7/8"	Full Page 9" x 10-7/8"	1/2-vert. 4-1/4" x 10-7/8"	1/2-horiz. 9" x 5-1/4"	1/3-horiz. 9" x 4"	1/3-vert. 2-7/8" x 10-7/8"

Non-Bleed (Live Area) sizes:

Spread 17-1/2" x 10-3/8" (gutter bleed only)	Full Page 8-1/2" x 10-3/8"	1/2-vert. 3-7/8" x 10"	1/2-horiz. 7-7/8" x 4-7/8"	1/3-horiz. 7-7/8" x 3-5/8"	1/3-vert. 2-1/2" x 10"	1/4 page 3-7/8" x 4-7/8"

Advertising Rates

Number of units used within 12 months from date of first insertion in contract period determines frequency rate.

Ad Size	1x	4x	7x	12x
Spread	\$19,331	\$17,660	\$16,988	\$15,496
Full page	10,810	10,401	10,001	9,108
1/2-page	9,591	8,856	8,425	7,763
1/3-page	7,407	6,902	6,597	5,936
1/4-page	6,692	6,292	5,977	5,431

Cover rates

Extra charge on space and color rates:

- Second cover (inside front) additional 10%
- Third cover (inside back) additional 10%
- Fourth cover (outside back) additional 15%

Agency commission

15% of gross billing to recognized agencies on the following charges only: display space, color and position.

Inserts For insert specs and pricing, contact Publisher.

Questions About Specs:

For more information regarding these specifications, contact Nan McDowell, Production Director, at:

(770) 291-5480 or nan.mcdowell@emeraldexpo.com

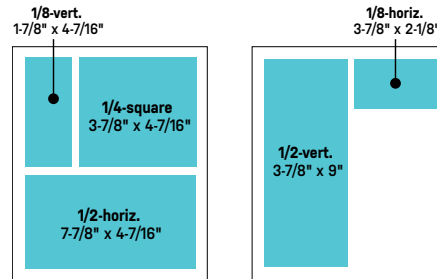
If sending color proofs, please send to:

Attn: Nan McDowell
Emerald Expositions
1145 Sanctuary Pkwy., Ste. 355
Alpharetta, GA 30009

Specialty Advertising: MARKETPLACE

Showcase

The Showcase section offers four-color advertising in a range of high-impact sizes—at prices you can afford.



Ad Size	1x	4x	7x	12x
1/8 page	\$1,305	\$1,229	\$1,173	\$1,081
1/4 page	2,595	2,458	2,346	2,162
1/2 page	5,671	5,579	5,431	5,202

Classifieds

Rates include four-color at no additional charge. Rates for Classified display ads (1/4-page or larger) are commissionable. **One column is 1-7/8" wide; two columns are 3-7/8" wide; three columns are 6" wide; four columns are 8" wide. Multiply the number of columns by the depth of the ad to determine the size.** You can maintain a frequency discount while submitting new material for each issue. All classifieds must be pre-paid. Materials submitted must be in digital format (300 dpi) with laser print, ready for publication.

Rates	1x	4x	7x	12x
1/2 column-inch	\$183	\$173	\$163	\$153
1 column-inch	326	316	306	295
1/4 page	3,080	3,019	2,927	2,815
1/3-page	4,090	3,967	3,865	3,937
1/2-page	6,140	6,028	5,885	5,630
Full page	10,322	10,067	9,598	9,547

Questions About Marketplace Specs:

For more information regarding these specifications, contact Orlando Llerandi, Publisher, at: (770) 291-5511 or orlando.llerandi@emeraldexpo.com