

rates (net)

PUBLICATION RATES

	SPEC	1X	2X	3X	4X	5X
DPS	Live Area 15 3/8" x 9 7/8" Trim Size 16 1/2" x 10 7/8" Full Bleed 16 3/4" x 11 1/8"	\$5,100	\$4,590	\$4,335	\$4,080	\$3,825
Full Page	Live Area 7 1/8" x 9 7/8" Trim Size 8 1/4" x 10 7/8" Full Bleed 8 1/2" x 11 1/8"	\$2,600	\$2,340	\$2,210	\$2,080	\$1,950
1/2 Page	Horizontal 7 1/8" x 4 3/4" Vertical 3 1/2" x 9 7/8"	\$1,425	\$1,282	\$1,211	\$1,140	\$1,069
1/3 Page	Horizontal 7 1/8" x 3 1/4" Vertical 4 3/4" x 4 3/4"	\$1,180	\$1,062	\$1,003	\$944	\$885
1/4 Page	Horizontal 7 1/8" x 2 3/8" Vertical 3 1/2" x 4 3/4"	\$1,025	\$923	\$871	\$820	\$769
Inside Front/Inside Back Cover	Live Area 7 1/8" x 9 7/8" Trim Size 8 1/4" x 10 7/8" Full Bleed 8 1/2" x 11 1/8"	\$3,300	\$2,970	\$2,805	\$2,640	\$2,475
Outside Back Cover	Live Area 7 1/8" x 9 7/8" Trim Size 8 1/4" x 10 7/8" Full Bleed 8 1/2" x 11 1/8"	\$3,600	\$3,240	\$3,060	\$2,880	\$2,700

WEBSITE RATES

	SPECS	3 MONTH	6 MONTH	12 MONTH	CPI
Leaderboard Banner	728 x 90 pixels	\$1,200	\$2,100	\$4,000	\$0.48
Skyscraper	300 x 600 pixels	\$1,000	\$1,800	\$3,400	\$0.40
Medium Rectangle	300 x 250 pixels	\$800	\$1,400	\$2,500	\$0.32
Rectangle Ad	300 x 100 pixels	\$650	\$1,100	\$2,000	\$0.26
Button Ad	120 x 90 pixels	\$500	\$750	\$1,300	\$0.20

LEAD GENERATION

CONTENT SPONSORSHIP	SPECS	3 MONTH	6 MONTH	12 MONTH	CPI
Giant Views of the Industry Video Series	TIFF, JPEG, EPS, PSD, PDF logo	n/a	n/a	\$4,000	\$2.10
Story of the Week	Full banner ad 468 x 60 pixels Wide skyscraper 160 x 600 pixels	6 issues: \$2,950	12 issues: \$5,400	24 issues: \$9,600	\$490
Germination Update	Full banner ad 468 x 60 pixels Wide skyscraper 160 x 600 pixels	n/a	n/a	26 issues: \$20,000	\$770

EMAIL RATES

Per 100	\$15.00
Customized Solutions	contact us for a custom quote