

rates (net)

PUBLICATION RATES

	SPECS	1X	2X	3X	4X	5X	6X
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"	\$4,500	\$4,050	\$3,825	\$3,600	\$3,375	\$3,150
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"	\$2,300	\$2,070	\$1,989	\$1,840	\$1,725	\$1,610
1/2 Page	Horizontal 7 1/8" x 4 3/4" Vertical 3 1/2" x 9 7/8"	\$1,300	\$1,170	\$1,105	\$1,040	\$975	\$910
1/3 Page	Horizontal 7 1/8" x 3 1/4" Vertical 4 3/4" x 4 3/4"	\$1,150	\$1,035	\$978	\$920	\$863	\$805
1/4 Page	Horizontal 7 1/8" x 2 3/8" Vertical 3 1/2" x 4 3/4"	\$950	\$855	\$808	\$760	\$713	\$665
1/8 Page	Horizontal 3 1/2" x 2 1/4" Vertical 2 1/8" x 3 3/4"	\$550	\$495	\$468	\$440	\$413	\$385
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"	\$3,000	\$2,700	\$2,550	\$2,400	\$2,250	\$2,100
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"	\$3,300	\$2,970	\$2,805	\$2,640	\$2,475	\$2,310

WEBSITE RATES

	SPECS	3 MONTH	6 MONTH	12 MONTH	CPI
Leaderboard Banner	728 x 90 pixels	\$4,000	\$7,000	\$12,000	\$1.33
Skyscraper	300 x 600 pixels	\$3,000	\$5,000	\$8,000	\$1.00
Medium Rectangle	300 x 250 pixels	\$2,000	\$3,000	\$4,000	\$0.66
Rectangle Ad	300 x 100 pixels	\$1,500	\$2,000	\$3,000	\$0.50
Button Ad	120 x 90 pixels	\$1,000	\$1,500	\$2,000	\$0.33

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	\$6,000	\$2.40
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
Seed Week	Full banner ad 468 x 60 pixels Wide skyscraper 160 x 600 pixels	n/a	n/a	49 issues: \$35,000	\$700

EMAIL RATES

Per 100	\$25
Customized Solutions	contact us for a custom quote