

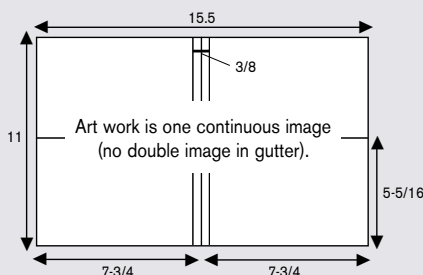
2010 DISPLAY ADVERTISING FOUR-COLOR RATES

	1x	3x	6x	12x
Full Page	\$6,685	\$6,583	\$6,328	\$5,908
2/3 Page	\$5,619	\$5,551	\$5,342	\$5,015
1/2 Page	\$4,900	\$4,828	\$4,675	\$4,403
1/3 Page Vertical	\$3,574	\$3,523	\$3,417	\$3,222
1/3 Page Square	\$2,971	\$2,924	\$2,822	\$2,644
Full Page Spread	\$12,495	\$12,317	\$11,832	\$11,025
1/2 Page Spread	\$8,568	\$8,453	\$8,152	\$7,637
Cover 2				\$8,024
Cover 3				\$7,671
Cover 4				\$8,602

DIMENSIONS

Trim Size:	7-3/4" w x 10-3/4" h
Full Page Bleed:*	8" w x 11" h
Full Page Live Area:	7-1/4" w x 10-1/4" h
2/3 Page:	4-1/2" w x 9-7/8" h
1/2 Page V:	4-1/2" w x 7" h
1/2 Page H:	6-7/8" w x 4-3/4" h
1/3 Page V:	2-1/8" w x 9-7/8" h
1/3 Page Square:	4-1/2" w x 4-3/4" h
1/6 Page:	2-1/8" w x 4-3/4" h
Full Pg. Spread Bld.*	15-3/4" w x 11" h
Full Pg. Spread Trim:	15-1/2" w x 10-3/4" h
1/2 Pg Spread Bld.*	15-3/4" w x 5-5/16" h
1/2 Pg Spread Trim:	15-1/2" w x 5-3/16" h

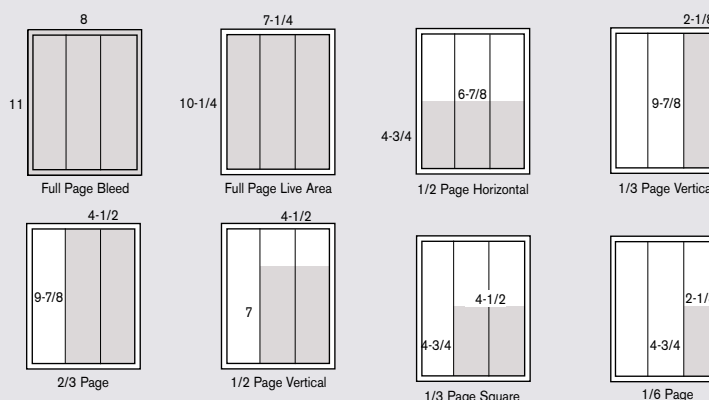
Full Page Spread Bleed or Half Page Spread Bleed



*All full page bleed dimensions include a 1/8 head, foot, face and gutter trim. All live matter not intended to bleed should be kept 1/4 from trim. To accommodate gutter trim, 3/8 space should be left between words in crossover headlines. Inches to Metric Conversion: 1 = 2.54 cm.

For complete preparation guidelines and file-delivery information, please contact the Mix Ad Production Manager: Liz Turner. Email: liz.turner@penton.com.

Trim Size: 7-3/4 x 10-3/4. *Fractional ads are non-bleed specs.



CLASSIFIED RATES

\$141 per inch; 1-inch minimum, half-page maximum. Ads larger than 1-inch charged by quarter-inch increments.

Frequency	Rates Per Column Inch:
1x	\$141
3x	\$138
6x	\$130
12x	\$123

COLUMN WIDTHS	
1 column:	1-9/16"
2 column:	3-5/16"
3 column:	5-1/16"
4 column:	6-15/16"



ADVERTISING DEADLINES

1st of the month, eight weeks prior to publication cover date (for example: May issue closes March 1). Classified ads cannot be canceled, refunded, or changed after the deadline date. Late ads will be published in the next available issue unless otherwise specified. Copy, art changes and cancellations must be submitted in writing.

MARKETPLACE RATES

4-Color	1x	3x	6x	12x
Full Page	3,250	3,087	2,925	2,762
Half Page	1,875	1,781	1,687	1,594
1/4 Page	1,162	1,104	1,046	988
1/8 Page	697	662	627	592



DIMENSIONS

- Full Page: 6-7/8" w x 9-1/8" h
- 1/2 Page: 6-7/8" w x 4-1/2" h
- 1/4 Page Vertical: 3-5/16" w x 4-5/8" h
- 1/4 Page Horizontal: 6-15/16" w x 2-3/16" h
- 1/8 Page: 3-5/16" w x 2-3/16" h

ADVERTISING DEADLINES

Ad Closing: 1st of month, 2 months prior to publication date. (For example, ad space for the May issue closes on March 1.)
 Materials Due: 8th of month, 2 months prior to publication date. (For example, materials for the May issue are due no later than March 8.)

For complete preparation guidelines and file-delivery information, please contact the Mix Classified Ad Production Manager: Linda Sargent. Email: linda.sargent@penton.com.