

# Advertising Rates

Rate Card Number 15/Effective November 1, 2005

## Black-and-White Display Advertising Rates

(Exhibitor discounts apply)

### Full Page

|              | 1x      | 3x      | 6x      | 12x     |
|--------------|---------|---------|---------|---------|
| Back Cover   | \$6,850 | \$6,350 | \$6,050 | \$5,980 |
| Inside Front | 6,150   | 5,835   | 5,675   | 5,445   |
| Inside Back  | 5,650   | 5,350   | 5,110   | 4,975   |
| Page 3       | 5,550   | 5,270   | 5,030   | 4,900   |
| Run of paper | 5,535   | 5,190   | 4,975   | 4,850   |

### Fractional Page

|          |         |         |         |         |
|----------|---------|---------|---------|---------|
| 2/3 page | \$3,950 | \$3,690 | \$3,520 | \$3,255 |
| 1/2 page | 3,100   | 2,900   | 2,770   | 2,690   |
| 1/3 page | 2,570   | 2,400   | 2,300   | 2,265   |
| 1/4 page | 2,370   | 2,210   | 2,110   | 2,050   |
| 1/6 page | 2,120   | 1,980   | 1,890   | 1,840   |

## Company Profiles

- Maximum 125-word description
- Contact information
- Listing 3.5" x 4.5" vertical b/w \$995
- Company logo (color)

## Color Charges

For additional color, add the following prices to the black-and-white advertising:

- \$1,370 per page or fraction of a page — 4-color
- \$800 per one spot PMS color per page or fraction of a page
- No extra charge for bleed advertisements

## Inserts, Spreads, Blow-In Cards, Belly Band and Other Specials

Consult your Inside Supply Management® sales representative for pricing and format information.

## Contact Information Advertising Staff & Territories

### ISM CONTACT

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### WEST COAST

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### EAST COAST

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