

2009 PRINT ADVERTISING RATES & SPECIFICATIONS

B/W RATES

	3x	6x	12x	18x	24x
1 page	\$5520	\$5120	\$4610	\$4350	\$4080
1/2 page	3340	3070	2650	2380	2130
Cover 2*	8360	7780	7270		
Cover 3*	8070	7620	7140		
Cover 4*	8520	7940	7440		

*Includes Bleed and Color

COLOR RATES

4-COLOR OR 3-COLOR PROCESS <i>Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.</i>	SPECIAL COLOR <i>Rate is for any special color and black.</i>
Per Page \$2180	Per Page \$1610
Per Spread \$3670	Per Spread \$2880
Per 1/2 Page \$1410	Per 1/2 Page \$1210

INSERT RATES

Contact Publisher for more Information.

BRANDRESOURCES

Promote your design service, brand identity service, packaging material, marketing service or web site. Business card size ads are 3-1/2" wide x 2" high and include 4-color.

	1x	3x	6x	10x
Per Ad	\$ 760	\$ 520	\$ 470	\$ 415

All BrandResources ads are payable with copy and are non-commissionable.

PRODUCTION INFORMATION

SWOP SPECIFICATIONS APPLY.

> **Digital File Submission:** All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Advertising Manager at (847) 405-4000 for specifications and directions for downloading ads.

The following must accompany any ad sent electronically or on disk:

> **Ad Materials:** High Resolution PDF-X1a files with fonts and images embedded, CMYK, 300 DPI. Advertisers must provide a go-by for identification purposes.

> **Certified Color Press Proof:** All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.

> **Production Charges:** Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.

> **Material Storage:** Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

> SHIP MATERIALS, INSERT SAMPLES, INSERTION ORDERS, ETC. TO:

BNP Media
BRANDPACKAGING Production Manager
 155 Pfingsten Road, Suite 205
 Deerfield, IL 60015
 Ph: 847-405-4000

MECHANICAL INFORMATION

Trim Size: 8-7/8" X 10-3/4"

Printing: Body forms and covers heat-set web offset.

Binding: Saddle-stitched. Jogs to head.

ADVERTISING SPACE SIZES

	NON-BLEED INCHES (width x depth)	BLEED INCHES (width x depth)
Full Page	7-3/4" x 10"	9-1/8" x 11"
1/2 Page (vert.)	3-3/4" x 10"	4-1/4" x 11"
1/2 Page (horiz.)	7-3/4" x 4-7/8"	9-1/8" x 5-3/8"
	Spread Bleed: 18" x 11"	

Above sizes allow for 1/8" bleed on all sides.

Trim size is 8-7/8" X 10-3/4".

Total advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size.

Critical material should not run into the gutter.

> **FOR WEBSITE AND E-NEWSLETTER AD DIMENSIONS & RATES PLEASE VISIT WWW.BRANDPACKAGING.COM**

