

2010 PRINT ADVERTISING RATES & SPECIFICATIONS

> 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.

Paper Stock: Body 40 lb Coated Stock.

Cover 80 lb Coated Stock

> PRODUCTION INFORMATION

SWOP SPECIFICATIONS APPLY.

> **Digital File Submission:** All materials submitted electronically are subject to review by the production department. Macintosh formatted CDs are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Production Manager at (248) 244-6481 for specifications and directions for uploading 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
2401 W. Big Beaver Rd., Suite 700
Troy, Michigan 48084



**BNP Media Helps People Succeed in
Business with Superior Information**
2401 W. Big Beaver Rd.
Suite 700
Troy, MI 48084
www.bnppmedia.com

> ADVERTISING CONTACTS:

Fern Sheinman

Publisher
sheinmanf@bnppmedia.com
Tel: 619-233-4585
Fax: 248-502-1059

Senna Shehadeh

Account Sales Manager
shehadehs@bnppmedia.com
Tel: 248-786-1604
Fax: 248-283-6570

Chris Kennedy

MW Regional Sales Manager
IL, KS, MN, MO, NE, OH,
MI, IN, SD, ND
chris@didierandbroderick.com
Tel: 847-498-4520 x302

Diana Rotman

BRANDRESOURCES
Sales Manager
rotmand@bnppmedia.com
Tel: 847-405-4116
Fax: 248-502-9083

> ADVERTISING SPACE SIZES

| SIZE | NON-BLEED | BLEED |
|-------------------------|-----------------|-----------------|
| | (width x depth) | (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.

> B/W NET RATES

| | 3x | 6x | 12x | 18x | 24x |
|----------|---------|---------|---------|---------|---------|
| 1 page | \$5,520 | \$5,120 | \$4,610 | \$4,350 | \$4,080 |
| 1/2 page | 3,340 | 3,070 | 2,650 | 2,380 | 2,130 |
| Cover 2* | 8,360 | 7,780 | 7,270 | | |
| Cover 3* | 8,070 | 7,620 | 7,140 | | |
| Cover 4* | 8,520 | 7,940 | 7,440 | | |

*Includes Bleed and Color

> ADDITIONAL COLOR CHARGES

| 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 | \$2,180 | Per Page | \$1,610 |
| Per Spread | \$3,670 | Per Spread | \$2,880 |
| Per 1/2 Page | \$1,410 | Per 1/2 Page | \$1,210 |

> 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.

> INSERT RATES

Contact Publisher for more information.