

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.

> TERMS & CONDITIONS

Payment & Terms: Invoices are payable in U.S. Funds only, Net 30 days. 1.5% per month service charge thereafter (.5% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

bnp media Helping People Succeed in Business
with Superior Information

> CONTACT US

> ADVERTISING SPACE SIZES

SIZE	NON-BLEED INCHES (WIDTH X DEPTH)	SIZE	BLEED INCHES (WIDTH X DEPTH)
FULL PAGE	7-3/4" x 10"	SPREAD	18" x 11"
1/2 PAGE (VERT.)	3-3/4" x 10"	FULL PAGE	9-1/8" x 11"
1/2 PAGE (VERT.)	7-3/4" x 4-7/8"	1/2 PAGE (VERT.)	4-1/4" x 11"
		1/2 PAGE (VERT.)	9-1/8" x 5-3/8"

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 RATES

	3x	6x	12x	18x	24x
1 PAGE	\$5,690	\$5,270	\$4,750	\$4,480	\$4,200
1/2 PAGE	3,440	3,160	2,730	2,450	2,190
COVER 2*	8,610	8,010	7,490		
COVER 3*	8,310	7,850	7,350		
COVER 4*	8,780	8,180	7,660		

*Includes Bleed and Color

> INSERT RATES

Contact Publisher for more information.

> 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	\$782	\$535	\$484	\$427

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

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

BNP Media
Att: Jeff Bagwell, Production Manager
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