

2011 Display Rates

BLACK & WHITE RATES	1 ISSUE
Full Page (30")	10,840
2/3 Page (20")	8,755
1/2 Page (15")	5,975
1/3 Page (10")	5,060
1/4 Page (7-1/2")	4,005
1/6 Page (5")	3,510
2nd/3rd Cover	10,875
4th Cover	13,700
Spine	11,575

TWO COLOR ^A RATES	1 ISSUE
<small>Black plus one AAAA color</small>	
Full Page (30")	12,150
2/3 Page (20")	10,075
1/2 Page (15")	8,355
1/3 Page (10")	6,385
1/4 Page (7-1/2")	5,335
1/6 Page (5")	4,820
2nd/3rd Cover	12,200
4th Cover	15,025
Spine	12,140
Tabbed Section Divider (60") 2-Sided ³	12,175
Tabbed Section Divider (60") 2-Sided w/Custom Tab ^{3,4}	14,600

FOUR COLOR RATES	1 ISSUE
Full Page Insert (30") 1-Sided ²	16,325
1st Cover	30,425
2nd/3rd Cover	15,675
4th Cover	19,150
Spine	14,800
Tabbed Section Divider (60") 2-Sided ³	15,675
Tabbed Section Divider (60") 2-Sided w/Custom Tab ^{3,4}	19,600
Bookmark	15,675
Bookmark w/Custom Ribbon	19,600

¹Rates are for each individual advertisement.

²Includes inserting, printing and bleed on 70 lb. enamels available on request.

³Tabbed Dividers may only run in approved locations. Discuss with your SRDS contact for available positions.

⁴Custom Tabs must follow the SRDS custom tab mechanical requirements.

^AReplace AAAA color with any non-AAAA color, add an additional \$622 per insertion.
Add a second AAAA color (other than black), add an additional \$762 per insertion.

2011 Closing Dates and Policies

ISSUE	ADVERTISING CLOSING DATE	MATERIALS DUE DATE
September	August 23, 2011	August 25, 2011

GENERAL RATE POLICY

Advertising schedules and/or insertion instructions are subject to change upon notice from the publisher. Advertising will be billed at rates prevailing at time of insertion. Any direct billing to the advertiser will be at net rates, unless otherwise specified by Account Manager.

CONTRACT AND COPY REGULATIONS

Advertisers will receive a copy of the printed editions in which their display advertising appears. Insertion schedules cancellable only with written notice when received 10 days prior to closing date of advertising; short rates will apply. If the new copy is not received by material due date, SRDS reserves the right to repeat last advertisement.

Premium position schedules can be canceled only with written notice 90 days before closing date.

BLEED

No charge.

SPECIAL SERVICES

Copy and Design Charges:

Creative services for print and online advertisements are available for a fee. Please discuss with your SRDS contact.

CIRCULATION

Serves those in agencies and advertiser organizations who engage in market and media selection functions.

Contact your Account Manager at 800.851.SRDS (7737) or Ron Speechley, Associate Publisher, at (815) 834.2499 or Ronald.Speechley@srds.com