

2011 Display Rates

BLACK & WHITE	1X	4X
Full Page (40")	\$3,450	\$2,225
3/4 Page (30")	2,885	1,910
1/2 Page (20")	2,620	1,670
1/3 Page (15")	2,190	1,450
1/4 Page (10")	1,770	1,250
1/5 Page (7-1/2")	1,470	1,045
1/8 Page (5")	1,340	930
2nd/3rd Cover	3,955	3,275
4th Cover	9,050	8,635
Spine	3,640	2,730
2nd/3rd Cover Gatefold	7,960	7,210
Tabbed Section Divider (80") 2-Sided ²	5,325	4,470
Tabbed Section Divider (80") 2-Sided w/Custom Tab ^{2,3}	6,395	5,355

TWO COLOR ^A Black plus one AAAA color	1X	4X
Full Page (40")	\$4,995	\$3,340
3/4 Page (30")	4,070	3,050
1/2 Page (20")	3,725	2,795
1/3 Page (15")	3,315	2,635
1/4 Page (10")	2,935	2,385
1/5 Page (7-1/2")	2,620	2,160
1/8 Page (5")	2,470	2,075
2nd/3rd Cover	5,375	4,385
4th Cover	10,175	9,785
Spine	4,510	3,650
2nd/3rd Cover Gatefold	9,250	8,505
Tabbed Section Divider (80") 2-Sided ²	6,640	5,745
Tabbed Section Divider (80") 2-Sided w/Custom Tab ^{2,3}	7,940	6,920

FOUR COLOR	1X	4X
Full Page Insert (40") 1-Sided ¹	\$6,400	\$5,275
1st Cover	15,860	14,980
2nd/3rd Cover	6,910	6,290
4th Cover	12,680	11,680
Spine	6,685	5,735
2nd/3rd Cover Gatefold	11,295	10,200
Tabbed Section Divider (80") 2-Sided ²	8,650	7,480
Tabbed Section Divider (80") 2-Sided w/Custom Tab ^{2,3}	10,370	8,960
Bookmark	13,860	13,490
Bookmark w/Custom Ribbon	16,615	16,170

MULTIPLE ISSUE PRE-PRINT ⁴	2X	4X
Tabbed Section Divider (80") 2-Sided ²	\$7,680	\$7,260
Tabbed Section Divider (80") 2-Sided w/Custom Tab ^{2,3}	9,210	8,700
Bookmark	12,800	12,465
Bookmark w/Custom Ribbon	15,350	14,920

¹Includes inserting, printing and bleed on 70 lb. enamel stock. Metallic color rates available on request.

²Tabbed Dividers may only run in approved locations. Discuss with your SRDS contact for available positions.

³Custom Tabs must follow the SRDS custom tab mechanical requirements.

⁴Pre-print discounts are applied to orders with written authorization for SRDS to print entire supply of inserts in a single press run for the indicated number of issues. Once printed, customer is liable for cost of all materials printed regardless if inserted into publication and short rates will apply.

⁵Replace AAAA color with any non-AAAA color, add an additional \$510 per insertion. Add a second AAAA color (other than black), add an additional \$625 per insertion.

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

2011 Listing Enhancement Rates

BRANDING ENHANCEMENT PACKAGES		Rate Per Insertion
Cover Billboard		\$491
POSITIONING ENHANCEMENT PACKAGES		Rate Per Insertion
Duplicate Listing (flat rate)		\$198
Cross-reference		\$83
VISIBILITY ENHANCEMENT PACKAGES		Rate Per Insertion
Color		
Red Masthead Logo [†] (0.437" deep) (replacing listing title)		\$180
Double Red Masthead Logo [†] (0.875" deep)		\$287
Yellow Highlight (one column listing – 10")		\$479
Black & White		
Boldface Heading (2-line limit)		\$83
Masthead Logo (0.437" deep) (replacing listing title)		\$138
Double Masthead Logo (0.875" deep)		\$249
Call Letter Logo (0.437" deep)		\$129
Corporate/Group/Network Format/Representative Logo (0.437" deep) (appears below listing title)		\$83

Minimum four consecutive insertions. Services are run until canceled in writing by customer. No agency commission.
 Maximum single logo size 0.437" in depth by 2.18" in width.
[†]Replace AAAA red with any other AAAA color, add an additional \$28 per insertion.
 Replace AAAA red with any non-AAAA color, add an additional \$555 per insertion.
 Add a second AAAA color (other than black), add an additional \$681 per insertion.

2011 Closing Dates and Policies

ISSUE	ADVERTISING CLOSING DATE	MATERIALS DUE DATE
March	February 2, 2011	February 8, 2011
June	May 16, 2011	May 19, 2011
September	August 4, 2011	August 9, 2011
December	November 2, 2011	November 7, 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 cancelable 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.

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