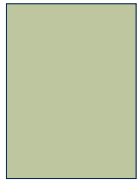
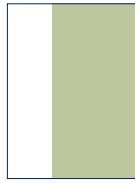


2012 Rates & Print Specifications



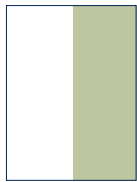
1 Page

Dimensions: 7.0 x 9.75
Bleed: 7.875 x 10.75



2/3 Page

Dimensions: 4.5 x 9.75
Bleed: 5.125 x 10.75



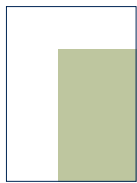
1/2 Page Vertical

Dimensions: 3.25 x 9.75
Bleed: 3.875 x 10.75



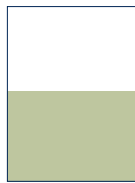
1/3 Page Square

Dimensions: 4.5 x 4.625



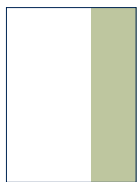
Island Half

Dimensions: 4.5 x 7.375
Bleed: 5.125 x 8.0



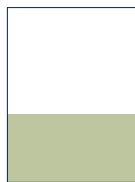
1/2 Page Horizontal

Dimensions: 6.875 x 4.625
Bleed: 7.875 x 5.375



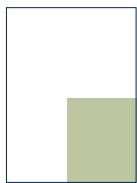
1/3 Page Vertical

Dimensions: 2.125 x 9.75
Bleed: 2.625 x 10.75



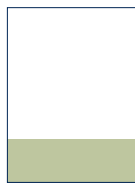
1/3 Page Horizontal

Dimensions: 6.875 x 3.0



1/4 Page Vertical

Dimensions: 3.25 x 4.625



1/4 Page Horizontal

Dimensions: 6.875 x 2.25

Display Rates - black & white

Frequency	1x	4x	6x	12x	18x	24x
Full Page	\$10,700	\$10,330	\$10,125	\$9,915	\$9,705	\$9,270
2/3 Page	\$8,020	\$7,735	\$7,590	\$7,430	\$7,270	\$6,950
Island Half	\$7,695	\$7,435	\$7,080	\$7,025	\$6,980	\$6,680
1/2 Page	\$6,110	\$5,905	\$5,785	\$5,660	\$5,545	\$5,295
1/3 Page	\$4,295	\$4,145	\$4,060	\$3,980	\$3,890	\$3,725
1/4 Page	\$3,150	\$3,050	\$2,990	\$2,990	\$2,855	\$2,745
Data File	\$1,410					

Display Rates - color

	Per Page	Per Spread
Standard or Process Color	\$1,390	\$2,200
Matched Color	\$2,745	\$4,390
3&4 Color Process	\$2,745	\$4,390
5 Color	\$4,760	\$7,600
Bleed	No Charge	No Charge

Literature Express

1-3 units	\$2,160
4-7 units	\$2,100
8-11 units	\$2,045

Supplied Insert Rates (space only)

Frequency	1x	6x	12x
2 Per Page	\$5,605	\$5,305	\$5,190
<i>TOTAL</i>	<i>\$11,210</i>	<i>\$10,610</i>	<i>\$10,380</i>
4 Per Page	\$5,200	\$4,920	\$4,810
<i>TOTAL</i>	<i>\$20,800</i>	<i>\$19,675</i>	<i>\$19,240</i>
6 Per Page	\$4,610	\$4,360	\$4,265
<i>TOTAL</i>	<i>\$27,675</i>	<i>\$26,145</i>	<i>\$25,585</i>
8 Per Page	\$4,005	\$3,785	\$3,640
<i>TOTAL</i>	<i>\$32,030</i>	<i>\$30,285</i>	<i>\$29,120</i>
12 Per Page	\$3,395	\$3,220	\$3,150
<i>TOTAL</i>	<i>\$40,750</i>	<i>\$38,625</i>	<i>\$37,815</i>

OEM Engineering Handbook

Black & White Rates	
Full Page	\$3,860
2/3 Page	\$3,420
Island Half	\$3,310
1/2 Page	\$3,080
1/3 Page	\$2,765
1/4 Page	\$2,625
Handbook Spread	\$7,425

Special Premium Rates

Inside Front Cover	\$15,585
Inside Back Cover	\$14,595
Back Cover	\$16,735

OEM Engineering Handbook

Color Rates	
Standard or Process	\$1,450
Matched Color	\$2,025
3&4 Color Process	\$2,025
5 Color	\$3,270

Final Trim Size: 7.625 x 10.5 in

Final Spread Trim Size: 15.25 x 10.5 in

Binding Method: Perfect Bound

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