

# 2009 Advertising Rates & Specifications

B/W PRINT RATES	1x	3x	6x	12x	18x
Spread	\$ 7350	\$ 6760	\$ 6330	\$ 5920	\$ 5150
Full Page	4160	3700	3350	3070	2780
2/3 Page	2960	2570	2380	2180	2000
1/2 Page (island)	3170	2730	2500	2300	2130
1/2 Page	2720	2410	1990	1780	1520
1/3 Page	2180	1990	1750	1420	1260
1/4 Page	1710	1440	1220	950	710
Inside Spread		8330	8110	7810	7500
Third Cover		4460	4350	4280	4160
Back Cover		5100	4900	4750	4520

## Color Rates

### 4-Color or 3-Color Process

Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.

Per Page	\$1250
Per Spread	\$2290
Per 1/2 page	\$890

### Special Color

Additional charge for any special color and black.

Per Page	\$1140
Per Spread	\$1980
Per 1/2 page	\$750

## Insert Rates

Contact Publisher for more information.

## Classified Rates

Boxed/display ads. One inch minimum. All classified ads are payable with copy and are non-commissionable. Net rates listed. Color is additional charge.

	1x	3x	6x	12x
Per Inch	\$145	\$130	\$100	\$90

## Mechanical Information

Trim Size	8" X 10-3/4"	Vital advertising material should be kept at least 1/4" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.
Printing	Body forms and covers heat-set web offset.	
Binding	Saddle-stitched. Jogs to head.	

## Advertising Space Sizes

NON-BLEED	INCHES (width x depth)	BLEED	INCHES (width x depth)
Full Page	7" x 10"	Full Page	8-1/4" x 11"
2/3 Page	4-1/2" x 10"	2/3 Page	5-3/16" x 11"
1/2 Page (vert.)	3-3/8" x 10"	1/2 Page (vert.)	4" x 11"
1/2 Page (horiz.)	7" x 4-7/8"	1/2 Page (horiz.)	8-1/4" x 5-3/8"
1/2 Page (island)	4-1/2" x 7-1/2"		
1/3 Page (vert.)	2-1/4" x 10"	Spread Bleed	16-1/4" x 11"
1/3 Page (square)	4-1/2" x 4-7/8"		
1/3 Page (horiz.)	7" x 3-3/8"		
1/4 Page (square)	3-3/8" x 4-7/8"		
1/4 Page (horiz.)	7" x 2-3/8"		

Above sizes allow for 1/8" bleed on all sides.

Gutter bleed only – each side 7-5/8" X 10"

## Production Information

SWOP Specifications Apply.

- Digital File Submission:** All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Advertising Manager at (847) 405-4000 for specifications and directions for downloading ads.
- 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.
- Agency Commission:** 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.
- Short Rates and Rebates:** Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.
- Cancellation Policy:** No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.
- Issue and Closing Dates:** Issues are published 11 times a year. See editorial calendar for closing dates.

## WEBSITE RATES

	1x	3x	6x	12x
Banner Ad	\$ 3000	\$ 2850	\$ 2500	\$ 2250
Tile Ad	2250	2000	1750	1500
Sponsor Button	2000	1750	1500	1250
Skyscraper Ad	3500	3250	3000	2750
Article Sponsorship Ad	2500	2250	2000	1750

## Website Specs

Web Specs:	Banner Ad	468 x 60 pixels
	Tile Ad	125 x 125 pixels
	Sponsor Button	120 x 60 pixels
	Skyscraper Ad	120 x 240 pixels
	Article Sponsorship Ad	300 x 250 pixels
File Size:	20K or less (JPG or GIF file); 30K or less (SWF file)	
Colors:	256 colors or less	
Resolution:	72 DPI	
File Formats:	JPG, GIF (static or animated) SWF (Adobe Flash must include .FLA file)	

Animation within ad unit: 30 seconds maximum without being re-initiated by the user; 15 seconds max for total animation

For additional website advertising options, as well as webinar, e-newsletters, video, podcast, and digital issue information, please contact your sales rep or visit the online media kit section at [www.rffretailer.com](http://www.rffretailer.com).

Ship Materials, Insert Samples, Insertion Orders, etc. to:  
**BNP Media, 155 N Pfingsten Road, Suite 205, Deerfield, IL 60015**  
 Attn: Rosemary Gess, E: [gessr@bnpmedia.com](mailto:gessr@bnpmedia.com), P: 847-405-4117

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