

PRINT DISPLAY ADVERTISING

DISPLAY AD RATES (BLACK AND WHITE)					
	18x	12x	6x	3x	1x
Full page*	\$5,355	\$5,670	\$5,920	\$6,110	\$6,300
1/2 Island	\$3,720	\$3,940	\$4,115	\$4,250	\$4,380
1/2 Page	\$3,470	\$3,670	\$3,830	\$3,960	\$4,080
1/3 Page	\$2,910	\$3,080	\$3,220	\$3,325	\$3,425
1/4 page	\$2,160	\$2,285	\$2,385	\$2,460	\$2,535
1/6 Page	\$1,805	\$1,915	\$2,000	\$2,065	\$2,125

*Again this year, full page print advertisers will be included in our Foundry Supplier Showcase e-newsletter at no charge.

COVER RATES	
Inside Front Cover	Earned Rate +15%
Inside Back Cover	Earned Rate +10%
Back Cover	Earned Rate +20%

COLOR RATES (PER INSERTION)	
4 Color Process	\$985

Ask your representative about availability.

PRINT SPECIFICATIONS

AD SIZES (W x D)			
Full Page Bleed	8.125" x 11.125"* (trim size = 7.875" x 10.875")	1/3 Vertical	2.125" x 10"
2/3 Page	4.5" x 10"	1/3 Square	4.5" x 4.875"
1/2 Island	4.5" x 7.375"	1/4 Square	3.375" x 4.875"
1/2 Horizontal	7" x 4.875"	1/4 Horizontal	7" x 2.375"
1/2 Vertical	3.375" x 10"	1/6 Page	2.125" x 4.875"
Single Adlet	2" x 1.5"	Double Adlet	2" x 3"

RESOLUTION: 300 DPI. PDF files only!

BLEED SIZE: 8.125" x 11.125" (*All full page ad PDFs should be bleed size).

TRIM SIZE: 7.875" x 10.875" (Important text, logos and graphics should be inset at least 0.5" from the trim on all sides.) PDFs should be PDF/X-1a. Please do not include crop marks.