

Distribution, Business Management Journal Insertion Order

Rates and Mechanical Requirements

Special Notices:

Cover schedules can only be canceled if 90 days written notice is given to prior to the issue's closing date. If covers are canceled before the schedule is complete, a short-rate premium charge of \$200 will be applied to each cover used, in addition to the earned rate.

Special positions are all 5% premium of the earned rate. Special positions are only available on a 2X rate basis or more. Consult our sales section for availability.

Templates show non-bleed advertisement sizes in relation to the magazine's trim size. The actual positioning of advertisements may vary.

Digital Advertising Specifications:

Platform: PC

Media Accepted: Floppy, Zip, Jaz, CD-ROM

Supported Applications: Pagemaker, Photoshop, Corel Draw.

A proof must accompany your disk.

Resolution: 300 dpi saved in Tiff or EPS format. Do not use compression.

Color: Color images should be saved in CMYK format with the following separation setup: UCR with medium black generation, total ink amount 280%, black limit 90%.

If a matched spot color/Pantone color has been purchased, please note the color on your laser proof and make sure that process color separations are not chosen.

Graphics: Include all placed graphics on the disk. Do not embed images in your file.

Trappings: Do not trap files. If necessary this will be done in our pre-flighting.

Fonts: Include all fonts on the disk (printer and screen).

*****ADVERTISING RESERVATION FAX TO AMY THORN AT 717-299-2154*****

Company _____ Address _____

City _____ State _____ Zip _____

Name _____ Title _____ Signature _____

Ad Size _____ Special Position _____ B&W _____ 4 Color _____

Please circle all that apply : Summer '05 Fall '05 Winter '06 Spring '06

Signature _____ Date _____

Advertisements

Page Rate	4x	3x	2x	1x
Full - B/W	\$1,950	\$2,070	\$2,235	\$2,395
2/3 - B/W	\$1,370	\$1,525	\$1,680	\$1,835
1/2* - B/W	\$1,160	\$1,250	\$1,345	\$1,435
1/2 - B/W	\$1,160	\$1,250	\$1,345	\$1,435
1/3 - B/W	\$ 760	\$ 850	\$ 945	\$1,035
1/4 - B/W	\$ 625	\$ 715	\$ 805	\$ 895
Color Rates	4c	Matched	2c	
	\$600	\$450	\$450	
Spread Rate	4x	3x	2x	1x
Full - B/W	\$3,430	\$3,820	\$4,210	\$4,600
Full - 4/C	\$4,645	\$4,995	\$5,340	\$5,685
1/2 - B/W	\$2,500	\$2,765	\$3,030	\$3,295
1/2 - 4/C	\$3,095	\$3,300	\$3,500	\$3,700
Special Positions				
* = island 1/2 page rate				
Bleed - no charge				
Cover 2 (inside front cover): 20% premium				
Cover 3 (inside back cover): 15% premium				
Cover 4 (outside back cover): 20% premium				

Note: Please include the name, phone number, and address of the designer of the ad in case we need to contact them. Charges will apply to changes.