

# 2010 Print Advertising Rates...

Combine print, online and event marketing for discounted integrated media packages!

Black & White Rates				
Ad Size	1x	6x	12x	24x
Full Page	\$4,600	\$4,300	\$4,000	\$3,700
Jr. Spread	\$4,600	\$4,300	\$4,000	\$3,700
2/3 Page	\$3,400	\$3,200	\$3,000	\$2,800
1/2 Page Diagonal	\$3,400	\$3,200	\$3,000	\$2,800
1/2 Page Island	\$2,900	\$2,750	\$2,600	\$2,450
1/2 Page	\$2,700	\$2,550	\$2,400	\$2,250
1/3 Page	\$1,800	\$1,700	\$1,600	\$1,500
1/4 Page	\$1,500	\$1,450	\$1,400	\$1,350

Color Rates	
Per advertising insertion. Color rates are in addition to B&W space rates:	
Standard 2 Color	\$450
Matched Color	\$700
Metallic	\$800
Four-Color per page or less	\$1,000
Four-Color per spread	\$1,750

Cover Rates	
12x Only	
Inside Front	\$5,750
Inside Back	\$5,500
Back Cover	\$6,000


## Display Ad Sizes

Run of book (bleed)	Width	Depth
spread (gutter bleed)	16"	10 <sup>3</sup> / <sub>4</sub> "
full page	8 <sup>1</sup> / <sub>8</sub> "	10 <sup>3</sup> / <sub>4</sub> "
Jr. spread	16 <sup>1</sup> / <sub>4</sub> "	5 <sup>1</sup> / <sub>4</sub> "
2/3 page	5 <sup>1</sup> / <sub>8</sub> "	10 <sup>3</sup> / <sub>4</sub> "
1/2 page island	5 <sup>1</sup> / <sub>8</sub> "	8 <sup>1</sup> / <sub>8</sub> "
1/2 page vertical	3 <sup>7</sup> / <sub>8</sub> "	10 <sup>3</sup> / <sub>4</sub> "
1/2 page horizontal	8"	5 <sup>1</sup> / <sub>4</sub> "
1/3 page vertical	2 <sup>3</sup> / <sub>4</sub> "	10 <sup>3</sup> / <sub>4</sub> "
1/3 page square	5 <sup>1</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>4</sub> "
1/4 page	4"	5 <sup>1</sup> / <sub>4</sub> "

Run of book (non-bleed)	width	depth
spread (gutter bleed)	15"	10"
full page	7"	10"
Jr. spread	14"	4 <sup>5</sup> / <sub>8</sub> "
2/3 page	4 <sup>1</sup> / <sub>2</sub> "	10"
1/2 page island	4 <sup>1</sup> / <sub>2</sub> "	7 <sup>1</sup> / <sub>2</sub> "
1/2 page vertical	3 <sup>3</sup> / <sub>8</sub> "	10"
1/2 page horizontal	7"	4 <sup>5</sup> / <sub>8</sub> "
1/3 page vertical	2 <sup>1</sup> / <sub>8</sub> "	10"
1/3 page square	4 <sup>1</sup> / <sub>2</sub> "	4 <sup>5</sup> / <sub>8</sub> "
1/4 page	3 <sup>3</sup> / <sub>8</sub> "	4 <sup>5</sup> / <sub>8</sub> "

**Diagonal bleed ad (no bleed on diagonal edge)**

	width	depth	across
1/2 diagonal	8 <sup>1</sup> / <sub>8</sub> "	10 <sup>3</sup> / <sub>4</sub> "	13 <sup>1</sup> / <sub>4</sub> "



For complete ad specifications, visit us online at securitymagazine.com or contact Jessica Kalef at (248) 786-1641, kalefj@bnpmedia.com.

**Final Trim Size: 7 7/8" w x 10 1/2" h**

**Platforms:** Macintosh preferred. (PC accepted, however those fonts will be replaced with Mac versions.)

**Preferred File Formats:** InDesign, Quark, Photoshop and Illustrator files accepted. High-resolution, print-ready PDFs are also accepted.

**Images/Photos:** Save in 300 dpi as TIFF, PSD or EPS. Do NOT compress graphics using JPEG or LZW.

**Colors:** Images must be CMYK unless a spot color has been purchased.

**Electronic Submission:** CD-ROM disks accepted. Email and FTP options should be discussed with production manager.

**Proofs:** A screened contract-quality proof created from the final electronic file must be submitted with each color ad. Kodak-approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

**Ad Size:** Crop marks for full-page ads should be at trim size 7 7/8" w x 10 1/2" h. Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 1/4" away from trim edges. Fractional ads should match dimensions indicated elsewhere on this rate card.

**Inserts – Supplied Size:** Please contact Jessica Kalef, Production Manager for specifications, paper stock and required insert quantity. To insure proposed inserts conform to current postal and bindery requirements, two samples must be provided for review and approval prior to printing.

**Shipping Instructions**

Send all contracts, insertion orders, printing material and instructions to: Jessica Kalef, Production Manager  
2401 W. Big Beaver Rd., Suite 700, Troy, MI 48084  
Phone: 248-786-1641 / Fax: 248-283-6571  
Email: kalefj@bnpmedia.com

**Terms**

Invoices are payable in U.S. funds only. Net 30 days. 1% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be pre-paid. Extension of credit is subject to the approval of the credit department. First-time advertisers are required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

**Cancellations**

Advertising cancelled after closing date will be subject to a cancellation charge of \$600.00. Publisher will not be bound by any conditions printed or otherwise, appearing on order blanks or copy instructions, when such conditions conflict with publisher's announced policies.

**Publishers Liability**

Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume responsibility for all claims arising there from made against the publisher. The publisher reserves the right to reject any advertising not in keeping with the publication's standards or the publication's best interest as a business. Publisher reserves the right to select ad location unless advertiser pays for preferred position.