

2009 Advertising Rates & Specifications

B/W PRINT RATES	1x	3x	6x	9x	12x
Full page	\$ 5080	\$ 4740	\$ 4520	\$ 4170	\$ 3940
2/3 page	4400	4100	3890	3590	3410
1/2 page (island)	3900	3640	3400	3090	2870
1/2 page	3620	3390	3170	2900	2650
1/3 page	2740	2570	2400	2200	2000
1/4 page	2170	2030	1890	1730	1570
Cover 2*				6550	
Cover 3*				6450	
Cover 4*				6650	

*Includes Bleed and Color

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	\$1470
Per Spread	\$2500
Per 1/2 page	\$980

Special Color

Additional charge for any special color and black.

Per Page	\$1210
Per Spread	\$2280
Per 1/2 page	\$890

Insert Rates

Contact Publisher for more information.

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 7 times a year. See editorial calendar for closing dates.

CS-RETAILING.COM WEB RATES & SPECS

	3x	6x	12x
Banner Ad	\$ 1450	\$ 1200	\$ 1000
Tile Ad	750	600	500
Skyscraper Ad	750	600	500

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-newsletter, video, podcast, and digital issue information, please contact your sales rep or visit the online media kit section at www.cs-retailing.com.

Ship Materials, Insert Samples, Insertion Orders, etc. to:

BNP Media, 155 N Pfingsten Road, Suite 205, Deerfield, IL 60015

Attn: Lisa Calhoun, E: calhounl@bnpmedia.com, P: 847-405-4041

Advertising Contacts

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