

## print rates

### Contract Rates (gross)

4-Color Rates	1x	4x	8x	12x	24x
SPREAD	23,880	22,910	21,960	20,990	19,100
1 PAGE	12,890	12,430	11,920	11,360	10,080
1/2 PAGE	9,270	8,950	8,580	8,210	-
1/4 PAGE	7,100	6,840	6,560	6,280	-
Covers	1x	4x	8x	12x	24x
2nd	16,380	-	14,630	13,600	-
3rd	15,450	-	13,600	12,260	-
4th	17,610	-	15,860	14,630	-
Covers spread	1x	4x	8x	12x	24x
2nd spread	26,270	-	23,790	22,350	-
3rd spread	25,240	-	22,760	21,010	-
Ideas & Information					
Rates	1x	4x	8x	12x	24x
Full page	5,410	5,250	5,000	4,760	4,220
1/2 page	3,890	3,760	3,610	3,400	3,040
1/4 page	2,990	2,880	2,880	2,680	2,370
1/8 page	2,060	1,980	1,980	1,650	1,600

### Mechanical Requirements

Magazine Trim Size — 9" WIDE, 10-7/8" DEEP

Ad Size	Non-Bleed Width x Depth	Bleed Width x Depth	Trim Width x Depth
Spread		18-1/2 x 11-1/8	18 x 10-7/8
Full page	7-3/4 x 10	9-1/4 x 11-1/8	9 x 10-7/8
1/2 page island	5-1/2 x 7-9/16	5-7/8 x 8-3/16	-
1/2 page vertical	4-3/16 x 10	4-9/16 x 11-1/8	-
1/2 page horizontal	7-3/4 x 4-7/8	9-1/4 x 5-3/8	-
1/4 page	4-3/16 x 4-7/8	4-9/16 x 5-3/8	-
Inserts	Pre-trim	Final trim	
Tip-in	8-5/8 x 11-1/8	8-5/8 x 10-7/8	-
Bind-in	9-1/4 x 11-1/8	9 x 10-7/8	-
Ideas & Information	Non-Bleed Width x Depth		
1/2 page horizontal	8 x 4-1/2	-	-
1/2 page vertical	3-7/8 x 9-1/8	-	-
1/4 square	3-7/8 x 4-1/2	-	-
1/8 horizontal	3-7/8 x 2-1/8	-	-
1/8 vertical	1-7/8 x 4-1/2	-	-

## production

### Bleeds, preferred positions, short rates, rebates

- Bleed or oversized ads—Subject to 10% surcharge on space rate.
- Preferred positions (other than covers)—10% surcharge on space rate.
- Guaranteed Positioning—10% surcharge on space rate.
- Short rates will be billed upon cancellation of contract or failure to fulfill minimum requirements.

### Inserts

Contact Barbara W. Lau, Production Manager, 646-654-7308; barbara.lau@nielsen.com for required quantity and shipping instructions.

Published monthly: 10th of each month

Binding: Perfect

Materials: Publisher will store digital data for 3 months following publication date and then destroy it unless otherwise requested in writing.

From bleed dimensions allow: 1/2-inch safety margin all around for live matter, 1/8-inch trim at top, foot, face, and gutter; 1/4-inch trim in gutter for a spread.

### Production Contact

Barbara W. Lau  
Production Manager  
Contract  
770 Broadway  
New York, NY 10003  
tel: 646-654-7308 • fax: 646-654-7318  
e-mail: barbara.lau@nielsen.com

Utilize our list rental to reach customers

- 30,182 postal addresses
- 24,242 phone numbers
- 35,319 email addresses

## online

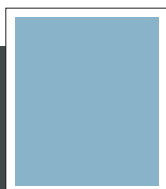
### Creative Specs

Ad Unit	Placement	Dimensions	GIF / JPEG Max file size	Flash Max file size
Run of Site				
Leaderboard	Top	728 x 90 pixels	20K	30K
Medium Rectangle (1)	Position 1	300 x 250 pixels	20K	30K
Medium Rectangle (2)	Position 2	300 x 250 pixels	20K	30K
Anchor Banner	Bottom	468 x 60 pixels	20K	25K
Newsletter				
Leaderboard Ad	Top	728 x 90 pixels	30K	N/A
Medium Rectangle (2)	Middle	300 x 250 pixels	30K	N/A
Anchor Banner	Bottom	468 x 60 pixels	25K	N/A

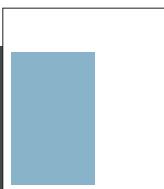
Click-thru url must accompany creative submissions.  
ContractMagazine.com can accommodate Rich Media ads. Contact your sales representative.  
Creative must be received at least five business days in advance of start date.  
Send all materials to: ad.creative@nielsen.com



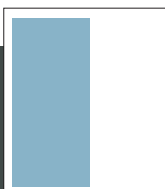
Spread



Full page



1/2 page island



1/2 page vertical



1/2 page horizontal



1/4 page