

2007 DISPLAY ADVERTISING RATES

BLACK & WHITE	(OPEN RATE)						
	1X	3X	6X	12X	18X	24X	36X
Full Page	\$10,635	\$10,160	\$9,570	\$8,920	\$8,235	\$7,485	\$6,760
2/3 Page	9,590	9,155	8,640	8,060	7,415	6,765	6,080
1/2 Page	8,135	7,770	7,325	6,800	6,250	5,665	5,085
1/3 Page	6,315	5,990	5,615	5,210	4,760	4,280	3,810
4 COLOR							
Full Page	\$12,485	\$12,010	\$11,420	\$10,770	\$10,085	\$9,335	\$8,610
2/3 Page	11,440	11,005	10,490	9,910	9,265	8,615	7,930
1/2 Page	9,985	9,620	9,175	8,650	8,100	7,515	6,935
1/3 Page	8,165	7,840	7,465	7,060	6,610	6,130	5,660
COVER (4 COLOR)	6X	12X	COLOR RATES				
Back Cover	\$17,220	\$16,530	2-color		\$1,200		
Inside Front Cover	16,500	15,810	3-color		1,500		
Inside Back Cover	15,510	14,820	5-color		2,350		

PRODUCTION INFORMATION

Ad Specs:

Full Page:	Trim Size: 8.1875" x 10.875"	Bleed size: 8.4375" x 11.125"	Safety size: 7.8125" x 10.375"
Spread:	Trim Size: 16.375" x 10.875"	Bleed size: 16.625 x 11.125"	Safety size: 16.25" x 10.375"
2/3-page Ads:	2/3 Horizontal: 7" x 6"	2/3 Vertical: 4.5" x 9.25"	
1/2-page Ads:	1/2 Horizontal: 7" x 4/5"	1/2 Vertical: 4.5" x 7"	
1/3-page Ads:	1/3 Square: 4.5" x 4.5"	1/3 Horizontal: 7" x 3"	1/3 Vertical 2.25" x 9.25"

Proofs:

2 Proofs are required; Kodak Approval, Iris, Rainbow, Velox, Epson are all acceptable

Shipping to:

Production Manager
Investment Advisor Magazine
1161 Broad Street, Suite 200
Shrewsbury, NJ 07702

Questions:

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