

## 2006 AD RATES

### ADVERTISING SPECIALS

#### Note:

50 percent discount (except for Business Card Ads) off Resource Guide Ad rate if coupled with a print advertising order in the January issue. No other agency discounts will be applicable.

#### Business Card

Deliver your business card directly to readers of the Courier Magazine Resource Guide. This special insert, stitched into the Resource Guide, will "gang" your business card on a page with approximately nine other business cards. This is an excellent way to get your actual business card to prospects and customers.

### AD SPECIFICATIONS

#### Color Rates

Four-color process (CMYK): Add 25 percent to above costs. \$350 charge if color separations or digital artwork are not provided. \$350 charge for extra color and PMS color match.

**Digital File Format:** Four-color artwork must be provided digitally, preferred formats are PDF, EPS and TIFF.

The following source files are also accepted: Quark XPress, PageMaker and Adobe Illustrator, along with supporting fonts and images.

Files need to be set to the size of the ad, with a minimum of 300 dpi.

A color proof must be provided for all artwork.

Film (separations) are no longer accepted. Black and white artwork may be provided in camera-ready format or PDF.

#### TIFF and EPS Minimum

#### Resolution Specifications:

Line art (Bitmap) images at 1000 dpi  
Grayscale and Color images at 300 dpi  
Combination Grayscale and Color images at 500 dpi

All color images and files are to be supplied in CMYK. PMS Colors will be converted to process unless specified otherwise. (See additional color costs above.)

#### Courier Magazine

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General Advertiser Rates	Black and White		1X	2X	3X	4X/6X		
	Full Page		1,500.00	1,250.00	1,000.00	800.00		
	2/3 Page		1,200.00	1,000.00	800.00	700.00		
	1/2 Page		900.00	750.00	600.00	500.00		
	1/3 Page		720.00	600.00	500.00	400.00		
	1/4 Page		480.00	400.00	350.00	300.00		
	1/6 Page		420.00	350.00	300.00	250.00		
	1/8 Page (B/W Only)		300.00	250.00	225.00	175.00		
Courier Company Rates	Black and White		1X	2X	3X	4X/6X		
	Full Page		1,200.00	1,000.00	800.00	640.00		
	2/3 Page		960.00	800.00	640.00	560.00		
	1/2 Page		720.00	600.00	480.00	400.00		
	1/3 Page		575.00	480.00	400.00	320.00		
	1/4 Page		385.00	320.00	280.00	240.00		
	1/6 Page		335.00	280.00	240.00	200.00		
	1/8 Page (B/W Only)		240.00	200.00	180.00	160.00		
Resource Guide Rates	Resource Guide		1X	Web Advertising Rates				
	Full Page		1,000.00	3 Months	6 Months	12 months		
	2/3 Page		800.00	Home Page Rotator (150x150 gif or ipeg image)				
	1/2 Page		600.00	450.00	720.00	1,440.00		
	1/3 Page		480.00	Site Banner (468x60 gif or ipeg image)				
	1/4 Page		320.00	375.00	630.00	1,200.00		
	1/6 Page		280.00					
	1/8 Page (B/W Only)		200.00					
Business Card Page (B/W Only)		100.00						
Special Position Rates	COURIER MAGAZINE		1X	2X	3X/6X			
	Back Cover (Including 4 color process)		2,100.00	1,750.00	1,600.00			
	Inside Front Cover (Including 4 color process)		1,920.00"	1,600.00	1,500.00			
	Inside Back Cover (Including 4 color process)		1,680.00"	1,400.00	1,300.00			
	Preferred Positions (If available): 10 percent surcharge over space and color costs							
	RESOURCE GUIDE		1X					
	Back Cover (Including 4 color process)		\$1,400.00					
	Inside Front Cover (Including 4 color process)		1,275.00					
Inside Back Cover (Including 4 color process)		1,120.00						
Preferred Positions (If available): 10 percent surcharge over space and color costs								
Print Issuance and Closing Dates	COURIER MAGAZINE				HOME PAGE ROTATOR			
	Issue	Closes	Materials	Mailed	Issue	Closes	Materials	Posted
	Jan./Feb.	11/1	11/15	12/28	January - March	12/1	12/15	1/1
	Mar./Apr	1/1	1/15	2/25	April-June	3/1	3/15	4/1
	May./Jun.	3/1	3/15	4/26	July - September	6/1	6/15	7/1
	Jul./Aug.	5/1	5/15	6/26	October- December	9/1	9/15	10/1
	Sep./Oct.	7/1	7/15	8/29	<b>SITE BANNER</b>			
	Nov./Dec.	9/1	9/15	10/26	Issue	Closes	Materials	Posted
	<b>RESOURCE GUIDE</b>				January - March	12/1	12/15	1/1
	Issue	Closes	Materials	Mailed	April-June	3/1	3/15	4/1
Jan.	11/1	11/15	12/28	July - September	6/1	6/15	7/1	
<b>BUSINESS CARD</b>				October- December	9/1	9/15	10/1	
Issue	Closes	Materials	Mailed					
Jan.	11/1	11/15	12/28					
Specifications: B/W Only Dimensions: 1 3/4 X 3 inches								
Advertising Sizes	COURIER MAGAZINE AND RESOURCE GUIDE							
	Full Page	7 3/8 X 10 inches (film: 8 1/2 X 11 inches)						
	Full Page Bleed	8 1/2 X 11 inches (film: 8 3/4 X 11 1/4 inches)						
	2/3 Page Vertical (Horizontal)	4 7/8 X 10 inches (7 3/8 X 7 inches)						
	1/2 Page Vertical (Horizontal)	4 7/8 X 7 1/2 inches (7 3/8 X 4 5/8 inches)						
	1/3 Page Vertical (Horizontal)	2 5/16 X 10 inches (4 7/8 X 4 5/8 inches)						
	1/4 Page (Vertical Only)	3 1/2 X 4 5/8 inches						
	1/6 Page Vertical (Horizontal)	2 5/16 X 4 5/8 inches (4 7/8 X 2 5/16 inches)						
1/8 Page (Horizontal Only, B/W Only)	3 1/2 X 2 5/16 inches							
Production Charges to have Courier Magazine design and produce ads will be quoted								