

# 2009 AD RATES

## COURIER MAGAZINE

Newsmagazine of the Messenger, Courier & Expedited Delivery Industry

### ADVERTISING SPECIALS

#### Note:

50 percent discount (except for Business Card Ads & special placements) off Resource Guide Ad rate if coupled with a print advertising order in the Jan/Feb 2009 issue year. No other agency discounts will be applicable.

#### Business Card Option

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 (CMYK) artwork must be provided digitally. We accept the following file formats:

- Adobe InDesign with all support fonts and images (minimum of 300 ppi/dpi)
- Adobe Illustrator 11 .AI or .EPS with all fonts created to outlines and support images (minimum of 300 ppi/dpi)
- Adobe Acrobat .PDF files with Bicubic Downsampling to 300 ppi, Maximum JPEG Compression, and all fonts embedded/outlined
- High Resolution Image files saved as .TIFF, .EPS, or .JPEG (minimum of 300 ppi/dpi)

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

A color proof must be provided for all artwork.

Film (separations) are no longer accepted.

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.)

We accept only PC file types.

#### File Submission:

Internet: <http://www.robstan.com/filedrop.asp>

Or Mail/Ship disk to:

**Courier Magazine**

**400 Admiral Blvd.**

**Kansas City, MO 64106**

**Phone: 800-414-8016**

**Fax: 816-472-7765**

**[www.couriermagazine.com](http://www.couriermagazine.com)**

General Advertiser Rates	Black and White	1X	2X	3X	4X/6X			
	Full Page	1,650.00	1,370.00	1,100.00	880.00			
Courier Company Rates	2/3 Page	1,320.00	1,100.00	880.00	770.00			
	1/2 Page	990.00	820.00	660.00	550.00			
	1/3 Page	790.00	660.00	550.00	440.00			
	1/4 Page	530.00	440.00	385.00	330.00			
	1/6 Page	460.00	385.00	330.00	275.00			
	1/8 Page (B/W Only)	330.00	275.00	245.00	190.00			
	Black and White	1X	2X	3X	4X/6X			
Resource Guide Rates	Full Page	1,320.00	1,100.00	880.00	700.00			
	2/3 Page	1,060.00	880.00	700.00	620.00			
	1/2 Page	790.00	660.00	530.00	440.00			
	1/3 Page	635.00	530.00	440.00	350.00			
	1/4 Page	425.00	355.00	310.00	265.00			
	1/6 Page	370.00	310.00	265.00	220.00			
	1/8 Page (B/W Only)	265.00	220.00	200.00	175.00			
Special Position Rates	2009 Resource Guide	1X	3 months	6 months	12 months			
	Full Page	1,100.00	Home Page Rotator (150x150 gif or jpeg image)					
	2/3 Page	880.00	500.00	800.00	1,585.00			
	1/2 Page	660.00	Site Banner (468x60 gif or jpeg image)					
	1/3 Page	530.00	410.00	700.00	1,320.00			
	1/4 Page	350.00						
	1/6 Page	300.00						
Print Issuance and Closing Dates	1/8 Page (B/W Only)	220.00						
	Business Card Page (B/W Only)	110.00	E-blasts	\$300	Webinar			
	COURIER MAGAZINE* (Including 4-color process)	1X	2X	3X/6X				
	Back Cover	2,310.00	1,925.00	1,760.00				
	Inside Front Cover	2,110.00	1,760.00	1,650.00				
	Inside Back Cover	1,850.00	1,540.00	1,430.00				
	Inside Front Cover Right Hand Read	2,110.00	1,760.00	1,650.00				
Advertising Sizes	Middle Spread	4,620.00	3,850.00	3,520.00				
	2009 RESOURCE GUIDE* (Including 4-color process)	1X	3 months	6 months	12 months			
	Back Cover	1,540.00	Inside Front Cover Right Hand Read					
	Inside Front Cover	1,400.00	Middle Spread					
	Inside Back Cover	1,230.00						
	COURIER MAGAZINE	Issue	HOME PAGE ROTATOR & SITE BANNER					
	Materials	Mailed	Issue	Closes	Materials Posted			
			January - March	12/4	12/15			
		1/5	April-June	3/2	3/16			
		3/2	July - September	6/1	7/2			
		5/4	October- December	9/1	9/15			
		7/1						
		9/1						
		11/2						
2009 RESOURCE GUIDE	Issue	Closes	Materials	Mailed				
	Jan.	12/1	12/8	1/26				
	COURIER MAGAZINE AND RESOURCE GUIDE	Full Page	7 3/8 X 10 inches					
	Full Page Bleed	8 1/2 X 11 inches	(with bleed: 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)					
Advertising Sizes	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						
	Business Card	1 3/4 X 3 inches	(black & white only)					
	Production Charges to have Courier Magazine design and produce ads will be quoted.							

# 2009 ADVERTISING INSERTION ORDER

## COURIER MAGAZINE

Newsmagazine of the Messenger, Courier & Expedited Delivery Industry

This form authorizes you to insert our advertisement in *Courier Magazine*

Please refer to *Courier Magazine's* 2009 Ad Rates card for information about advertising costs, closing dates and design specifications.

**Please Note: All artwork for contracted advertising space is due by the Materials Due deadline outlined on the 2009 Ad Rates Form and the Courier Magazine Web site, unless an extended deadline is agreed to by Courier Magazine representatives in writing. All artwork not submitted by the agreed upon deadline will be billed at contracted rate plus an additional 20 percent production charge.**

**Advertisers that fail to comply with frequency contracts will incur short-rate charges.**

**Make sure you've completed every applicable section of this insertion order, including an authorized signature, and mail or fax to:**

### Courier Magazine

400 Admiral Blvd.

Kansas City, MO 64106

USA

Phone: 800.414.8016

Fax: 816.472.7765

Internet: [www.couriermagazine.com](http://www.couriermagazine.com)

File submission:

[www.robstan.com/filedrop.asp](http://www.robstan.com/filedrop.asp)

### Authorization and Indemnification

All ads accepted or published in *Courier Magazine* assume that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of ads for publication, the advertiser and/or agency, jointly and severally, indemnify and save the publisher harmless from and against any loss or expense resulting from the claims or suits based upon the content of ads – including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement – including any and all costs associated with defending against such claims. Neither the advertiser nor its agency may cancel insertion orders for advertising after the closing date. All terms and conditions of advertising listed on *Courier Magazine's* rate card are accepted.

COMPANY													
COMPANY NAME _____													
ADDRESS _____													
CITY/STATE/ZIP _____													
PHONE _____	FAX _____												
CONTACT PERSON _____	TITLE _____												
E-MAIL _____	INTERNET _____												
ADVERTISING AGENCY NAME _____													
ADDRESS _____													
CITY/STATE/ZIP _____													
PHONE _____	FAX _____												
CONTACT PERSON _____	TITLE _____												
E-MAIL _____	INTERNET _____												
<b>Frequency</b> (check one) <table border="0"> <tr> <td><input type="checkbox"/> 1X</td> <td><input type="checkbox"/> 2X</td> <td><input type="checkbox"/> 3X</td> </tr> <tr> <td><input type="checkbox"/> 4X</td> <td><input type="checkbox"/> 5X</td> <td><input type="checkbox"/> 6X</td> </tr> </table>		<input type="checkbox"/> 1X	<input type="checkbox"/> 2X	<input type="checkbox"/> 3X	<input type="checkbox"/> 4X	<input type="checkbox"/> 5X	<input type="checkbox"/> 6X						
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<b>Accepted and Agreed to By:</b>													
Signature (required) _____													
Agent for (advertiser/agency) _____ Date _____													
Please bill my: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Please bill me													
Name on card _____													
Account number _____													
Expiration date _____													
Amount _____													
Authorized signature _____													