

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

2009 AD RATES

General Advertiser Rates	Black and White	1X	2X	3X	4X/6X			
	Full Page	1,650.00	1,370.00	1,100.00	880.00			
	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			
Courier Company Rates	Black and White	1X	2X	3X	4X/6X			
	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			
Resource Guide Rates	2009 Resource Guide	1X	Web Advertising Rates	3 months	6 months	12 months		
	Full Page	1,100.00		Home Page Rotator (150x150 gif or ipeg image)				
	2/3 Page	880.00		500.00	800.00	1,585.00		
	1/2 Page	660.00		Site Banner (468x60 gif or ipeg image)				
	1/3 Page	530.00		410.00	700.00	1,320.00		
	1/4 Page	350.00						
	1/6 Page	300.00						
	1/8 Page (B/W Only)	220.00						
	Business Card Page (B/W Only)	110.00		E-blasts	\$300	Webinar	\$600	
Special Position Rates	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			
	Middle Spread		4,620.00	3,850.00	3,520.00			
	2009 RESOURCE GUIDE* (Including 4-color process)		1X	1X				
	Back Cover		1,540.00	Inside Front Cover Right Hand Read		1,400.00		
	Inside Front Cover		1,400.00	Middle Spread		2,080.00		
Inside Back Cover		1,230.00						
Print Issuance and Closing Dates	COURIER MAGAZINE			Web Issuance and Closing Dates	HOME PAGE ROTATOR & SITE BANNER			
	Issue	Materials	Mailed		Issue	Closes	Materials	Posted
	Jan./Feb.	11/25	1/5		January - March	12/4	12/15	1/5
	Mar./Apr	1/28	3/2					
	May./Jun.	4/1	5/4					
	Jul./Aug.	5/29	7/1					
	Sep./Oct.	7/30	9/1		April-June	3/2	3/16	4/2
	Nov./Dec.	9/30	11/2					
	2009 RESOURCE GUIDE				October- December	9/1	9/15	10/1
Issue	Closes	Materials	Mailed					
Jan.	12/1	12/8	1/26					
Advertising Sizes	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)						
	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.							

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
File submission:
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.

2009 ADVERTISING INSERTION ORDER

Company

COMPANY NAME

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

CONTACT PERSON

TITLE

E-MAIL

INTERNET

Advertising Agency

ADVERTISING AGENCY NAME

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

CONTACT PERSON

TITLE

E-MAIL

INTERNET

Advertisement Specifications

Frequency (check one)

- ☐ 1X ☐ 2X ☐ 3X
☐ 4X ☐ 5X ☐ 6X

Rate (per insertion)

Special Publications @ \$ _____ Web Advertising \$ _____
Each Regular Magazine Issue @ \$ _____ Webinar \$ _____

Ad Size (check one)

- ☐ Full Page ☐ 2/3 Page
☐ 1/2 Page Vertical ☐ 1/2 Page Horizontal
☐ 1/3 Page Vertical ☐ 1/3 Page Horizontal
☐ 1/4 Page ☐ 1/6 Page Horizontal
☐ 1/6 Page Vertical ☐ 1/8 Page (B/W Horizontal Only)
☐ Business Card

Issue (check all that apply)

- ☐ Jan/Feb 2009
☐ Mar/Apr 2009
☐ May/June 2009
☐ July/Aug 2009
☐ Sept/Oct 2009
☐ Nov/Dec 2009
☐ 2009 Resource Guide
☐ Webinar Sponsorship

Special Instructions (check all that apply)

Color(s)

- ☐ Black/White
☐ Four-color

Special Position

- ☐ Inside Front Cover ☐ Inside Back Cover ☐ Inside Front Cover - Right hand Read
☐ Back Cover ☐ Middle Spread ☐ Preferred Position: Page _____

Artwork (check one)

- ☐ Camera-ready artwork (black and white only)
☐ Digital artwork (Adobe InDesign, Adobe Illustrator 11 EPS, PDF, or TIFF. See "Digital File Format" on Rate Sheet)
☐ Design from enclosed sketch (additional production charges will apply)
☐ Reprint from earlier Courier Magazine (Issue _____ Page ____)

Payment Information

Accepted and Agreed to By:

Signature (required) _____

Agent for (advertiser/agency) _____ Date _____

Please bill my: ☐ Visa ☐ MasterCard ☐ American Express ☐ Please bill me

Name on card _____

Account number _____

Expiration date _____

Amount _____

Authorized signature _____