

# 2007 Rates

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Effective November 1, 2006

EDITOR &  
PUBLISHER

*Where You'll Find the Powers of the Press™*

## B&W ADVERTISING RATES (GROSS)

|                  | 1X      | 3X      | 6X      | 9X      | 12X     | 18X     |
|------------------|---------|---------|---------|---------|---------|---------|
| 2-PAGE<br>SPREAD | \$9,750 | \$9,460 | \$9,060 | \$8,600 | \$8,000 | \$7,030 |
| 1 PAGE           | 5,420   | 5,260   | 5,040   | 4,760   | 4,450   | 3,900   |
| 2/3 PAGE         | 4,340   | 4,200   | 4,020   | 3,810   | 3,550   | 3,110   |
| 1/2 PAGE         | 3,250   | 3,160   | 3,020   | 2,870   | 2,670   | 2,350   |
| 1/3 PAGE         | 2,390   | 2,320   | 2,210   | 2,100   | 1,960   | 1,720   |
| 1/4 PAGE         | 2,010   | 1,950   | 1,870   | 1,770   | 1,640   | 1,450   |
| 1/6 PAGE         | 1,520   | 1,480   | 1,420   | 1,340   | 1,240   | 1,100   |
| 1/8 PAGE         | 1,300   | 1,260   | 1,200   | 1,140   | 1,070   | 940     |

## MULTIPLE ADS IN THE SAME ISSUE (discount on space only):

15% discount on second ad (same size or smaller than first ad)

20% discount on third ad (same size or smaller than second ad)

## COLOR RATES (GROSS)

### STANDARD 2ND & 3RD COLORS (C, M & Y):

Add \$592 per color per page or part

## FOUR COLOR PROCESS RATES

### Include space and color charges (GROSS)

|                  | 1X       | 3X       | 6X       | 9X       | 12X      | 18X     |
|------------------|----------|----------|----------|----------|----------|---------|
| 2-PAGE<br>SPREAD | \$12,590 | \$12,210 | \$11,710 | \$11,080 | \$10,320 | \$9,060 |
| 1 PAGE           | 7,000    | 6,780    | 6,510    | 6,160    | 5,730    | 5,040   |
| 2/3 PAGE         | 5,900    | 5,670    | 5,440    | 5,150    | 4,790    | 4,210   |
| 1/2 PAGE         | 4,900    | 4,720    | 4,530    | 4,280    | 3,990    | 3,510   |
| 1/3 PAGE         | 3,980    | 3,870    | 3,700    | 3,510    | 3,260    | 2,870   |
| 1/4 PAGE         | 3,600    | 3,500    | 3,350    | 3,170    | 2,960    | 2,600   |
| 1/6 PAGE         | 3,160    | 3,070    | 2,950    | 2,780    | 2,600    | 2,290   |
| 1/8 PAGE         | 2,960    | 2,880    | 2,740    | 2,600    | 2,430    | 2,130   |

## PRE-PRINTED INSERTS

| PAGES | 1X        | 3X       | 6X       | 9X       | 12X      | 18X      |
|-------|-----------|----------|----------|----------|----------|----------|
| 1-2   | \$ 10,100 | \$ 8,810 | \$ 8,050 | \$ 7,250 | \$ 6,790 | \$ 6,300 |
| 4     | 18,040    | 15,770   | 14,390   | 12,950   | 12,130   | 11,300   |
| 6     | 25,480    | 22,250   | 20,310   | 18,300   | 17,130   | 15,930   |
| 8     | 31,830    | 27,820   | 25,380   | 22,860   | 21,400   | 19,920   |
| 12    | 44,550    | 38,920   | 35,540   | 32,010   | 29,950   | 27,880   |
| 16    | 55,170    | 48,200   | 43,980   | 39,610   | 37,100   | 34,510   |
| 20    | 63,670    | 55,610   | 50,760   | 45,720   | 42,770   | 39,820   |

Inserts supplied by advertisers must be delivered to the plant of *Editor & Publisher's* printer. Maximum paper weight 80# text. PAPER SAMPLE REQUIRED. Heavier stock must be approved in advance.

Special inserts accepted. Rates upon receipt of sample.

Tip-ins available. Charge quoted as required by individual insert.

Insert printing available. Rates upon request.

Call your Sales Representative or the **E&P** Advertising Production Department at (646) 654-5177 for details.

## SPECIAL POSITIONS

PREMIUM POSITIONS AVAILABLE TO ALL ADVERTISERS

### COVER SPREAD

**(inside cover and facing page):** Advertiser's spread rate plus 15%

**COVER 3:** Advertiser's page rate plus 10%

**BACK COVER:** Advertiser's page rate plus 15%

**FALSE COVER:** Advertiser's page rate plus 85%

### ANY OTHER GUARANTEED POSITIONS

Add 10% to your normal rate to guarantee a particular position within the magazine (other than the positions mentioned above), i.e., OP-ED, News People pages, New Media pages, Technology pages, etc.

### FRONT COVER SPECIAL OPTIONS

Ask your Sales Representative about rates on cover belly bands, stickers, wrappers and other promotional items. (Cover options available only to advertisers with minimum six-time schedules of at least 1/3-page.)

## OTHER RATES

Contact your Sales Representative for special pricing on the following:

Conference and Technical Show Packages

**E&P** Sponsored Interactive Conference Rates

**E&P** Magazine/Web Site Combo

**E&P** Magazine/*International Year Book* Combo

## MECHANICAL REQUIREMENTS

Publisher reserves the right to insert the word "Advertisement" on accepted advertising to avoid confusion with editorial material. Publisher further reserves the right to refuse advertising which too closely resembles editorial material.

### MATERIAL REQUIREMENTS

Call the **E&P** Advertising Production Department at (646) 654-5180 for materials deadlines.

### DIGITAL

FORMAT: Macintosh

DOCUMENT: Quark Xpress or PDFXIA

SIZE: Document setup should be set to trim size: W8.375" D10.875"  
**(extend bleed off page to W8.625" D11.125")**

Two-page spreads should be set up as single right-hand page and single left-hand page

SAFETY: Type matter or illustrative material not intended to bleed must be kept 3/8" from page trim.

ARTWORK: EPS, TIFF high resolution, scaled to size and placed, or press optimized PDFs

FONTS: Include all screen and printer fonts

COLOR: CMYK mode

LINE SCREEN: 133      4C DENSITY: 300

Please maintain an orderly file structure on one disk. CD or Zip preferred.

Include a color proof. Files can also be uploaded to ADWEEK's FTP site.

Please call Cindee Weiss for details (646) 654-5180.

**E&P** will not be responsible for errors in advertisements due to the absence of a proof.

For any disk material not meeting these specifications, there will be a \$100 an hour production fee.

## **NEGATIVES**

Right-reading emulsion side-down offset negatives and match print or color proof.

Screen rulings should not exceed 133 lines per square inch.

Max. 4/C density 300.

All negatives will be held for six months, then destroyed unless the Production Department receives other instructions.

| <b>SPACE SIZE</b>          | <b>WIDTH</b> | <b>DEPTH</b> |
|----------------------------|--------------|--------------|
| Spread (Gutter Bleed Only) | 15-1/2"      | 10"          |
| Full Page                  | 7"           | 10"          |
| 2/3 Page                   | 5"           | 10"          |
| 2/3 Sq.                    | 7"           | 6-5/8"       |
| 1/2 Page V.                | 4-7/8"       | 7"           |
| 1/2 Page H.                | 7"           | 5"           |
| Spread 1/2 Page H.         | 15-1/2"      | 5"           |
| 1/3 Page V.                | 2-3/8"       | 10"          |
| 1/3 Page H.                | 7-1/2"       | 3"           |
| 1/3 Page Sq.               | 5"           | 4-7/8"       |
| 1/4 Page                   | 5"           | 3-3/4"       |
| 1/6 Page V.                | 2-3/8"       | 4-7/8"       |
| 1/6 Page H.                | 5"           | 2-1/4"       |
| 1/8 Page                   | 2-3/8"       | 3 3/4"       |

## **ADVERTISING UNIT DIMENSIONS BLEED DIMENSIONS**

|                  |  |
|------------------|--|
| One Page:        | 8-5/8" X 11-1/8"<br>Trim size 8-3/8" X 10-7/8"   |
| Spread:          | 17-1/4" X 11-1/8"<br>Trim size 16-3/4" X 10-7/8" |
| 1/2 Page Spread: | 17-1/4" X 5-3/4"<br>Trim size 16-3/4" X 5-1/2"   |

No charge for gutter bleed. Safety requirements: type matter or illustrative material not intended to bleed must be kept 3/8" from page trim and 3/4" across the gutter.

## **INSERTS**

Contact Elise Echevarrieta, Production Director, at (646) 654-5177, for specifications.

## **ADDITIONAL CHARGES**

Any additional production on materials (converting to film, separations, stripping, etc.) will be charged to client. Quotes available if material is received three weeks prior to artwork due date.

## **MISC.**

Printed Web offset on 45-lb. coated stock. Binding is saddle stitched. Three 14.6 pica (2-3/8") columns per page.

MATERIALS SHOULD BE SENT DIRECTLY TO:

**EDITOR & PUBLISHER/ADWEEK MAGAZINES  
PRODUCTION DEPARTMENT  
770 BROADWAY, 7TH FLOOR  
NEW YORK, NY 10003-9595**

## **ADVERTISING OFFICES**

### **East/New England/**

**Eastern Canada:** 770 Broadway, New York, NY 10003-9595  
(646) 654-5120, Fax: (646) 654-5360

### **Midwest/West/**

**Southwest:** 280 Brent Stephens Road, Whitley City, KY 42653  
(606) 376-7022, Fax: (606) 376-7023

**South/Mid-Atlantic:** 770 Broadway, New York, NY 10003-9595  
(301) 656-5712, Fax: (301) 656-5713

## **COMMISSION AND CASH DISCOUNT**

- 15% to approved agencies, provided payment is made within 30 days of receipt of invoice; no commission if previous account has not been paid.
- No cash discount.

## **ADVERTISING CONDITIONS**

1. All advertising is subject to Publisher's approval. Rates, conditions and space units are subject to change without notice. Positioning requests that are not paid for are not guaranteed. Publisher may reject advertisements without liability, for any reason or no reason, including those that Publisher deems inappropriate or incompatible with its standards and those that have been previously acknowledged or accepted. Publisher may place the word "Advertisement" or otherwise add or delete text to or from ads, which, in Publisher's opinion, resembles editorial matter. Publisher does not accept cancellations after the publication closing date. Publisher may print any advertisement received before then and collect the full amount shown on the insertion order. A 15% commission will be paid to advertising agencies recognized by Publisher. No commissions will be paid on production and mechanical charges.
2. Payment terms are net 30 days after date of invoice. Publisher may apply payments from Advertiser or its affiliates to any other debt owed to Publisher or its affiliates. Advertiser and its affiliates shall remain liable for all outstanding sums owed to Publisher and its affiliates. Advertiser will be charged interest on all past due payments at the rate of 18% per year or the highest legal rate, whichever is lower. Advertiser, its affiliates and any applicable agency are jointly and severally liable for all payments to Publisher and its affiliates. Publisher is not bound by any terms or conditions that are unwritten or that appear on order forms or copy instructions when those terms or conditions conflict with or alter any provision contained in Publisher's rate card or its policies.
3. Advertiser and any applicable agency jointly and severally represent that they are fully authorized and licensed to use and publish (i) the names, portraits and pictures of living and dead persons, (ii) all intellectual, private and proprietary property, and (iii) all testimonials and other matter contained in any advertisement submitted by or on behalf of Advertiser, and that the advertisement is not libelous, an invasion of privacy or otherwise unlawful.
4. As part of the consideration to induce Publisher to publish advertisements, Advertiser, any applicable agency and their affiliates agree to and shall indemnify, defend and hold harmless Publisher and its affiliates from and against any and all losses, damages (including consequential, incidental, special and punitive damages), liabilities, costs, fees and expenses (including court, collection and legal fees and expenses) incurred, arising out of or related to (i) the content and publication of the advertisements and (ii) the failure of any contest related to the

advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.

5. Publisher's aggregate liability to Advertiser and any third parties for any and all reasons shall not exceed the amount paid by Advertiser to Publisher for the applicable advertisement. Publisher shall have no liability in all cases resulting from events that are beyond its reasonable control. In no event shall Publisher be liable to Advertiser or any other party for consequential, incidental, special or punitive damages. Publisher is not liable for errors in pubset reader service numbers, booth lines or ad indexes.

## **RATE POLICY**

- Number of insertions used within 12 months from date of first insertion determines the frequency rate and contract year.
- Contract advertisers are accorded the privilege of same insertion rate for larger space. For example: a nine-time quarter-page advertiser may use a half-page or a full-page at the nine-time rate, but such advertisement is to be credited on contract as one insertion.
- Advertisers may discontinue contracts, except for preferred positions, upon written notice of 30 days and payment shall be made at rate earned by number of insertions used.
- Contract advertisers may transfer their space from main section to special supplement section only through special arrangement with *E&P*.
- Rates quoted in this rate card, unless otherwise noted, are for *E&P* magazine, its special reports and editorandpublisher.com. Ads in all these properties count towards your contract frequency.
- Insertions in the *International Year Book*<sup>®</sup> are at your contract rate and will count toward frequency rates for contract advertisers.

## **DISCLAIMER**

Publisher is not liable for delays in delivery and/or non-delivery in the event of acts of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes – whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of Publisher affecting production or delivery in any manner.

## **GENERAL INFORMATION**

*Editor & Publisher* is a member of the Adweek Magazines group, a subsidiary of VNU Business Media USA, 770 Broadway, New York, NY 10003.

Member of BPA (see current BPA statement), ABP (Association of Business Publishers), NAA (Newspaper Association of America) and NNA (National Newspaper Association).

Published monthly, group rates available.

Subscription rates – Print and Online Combo: US \$99/year; Canada \$159/year; all other countries \$320/year. Price per single copy \$5.95.\*

*E&P* reaches management and editorial personnel at daily and weekly newspapers, management and staff in companies and their advertising agencies, graphic arts and printing services, news and feature services, government and others allied to the field.\*\*

\*For more subscription information, please contact (800) 562-2706

\*\*Source: BPA, June 2006

# **Editor & Publisher Interactive Advertising**

***www.editorandpublisher.com***

## **RATES**

(Gross CPM)

| <b>Ad Impressions</b>   | <b>50,000</b> | <b>100,000</b> | <b>250,000</b> |
|-------------------------|---------------|----------------|----------------|
| <b>Leaderboard</b>      | <b>\$60</b>   | <b>\$54</b>    | <b>\$48</b>    |
| <b>Wide Skyscraper</b>  | <b>\$70</b>   | <b>\$63</b>    | <b>\$56</b>    |
| <b>Medium Rectangle</b> | <b>\$50</b>   | <b>\$45</b>    | <b>\$40</b>    |
| <b>Anchor Banner</b>    | <b>\$30</b>   | <b>\$27</b>    | <b>\$24</b>    |

## **TECHNICAL INFORMATION:**

| <u>Ad Unit</u>                             | <u>Dimensions</u>                        | <u>Max File Size</u> |
|--|--|----------------------|
| Leaderboard                                | 728 x 90 pixels                          | 20K                  |
| Wide Skyscraper                            | 160 x 600 pixels                         | 20K                  |
| Medium Rectangle                           | 300 x 250 pixels                         | 20K                  |
| Anchor Banner                              | 468 x 60 pixels                          | 20K                  |
| Department Sponsorship<br>Microbutton      | 88 x 31 pixels                           | 5K                   |
| E-mail Newsletter<br>Banner (html version) | 468 x 60 pixels                          | 20K                  |
| E-mail Newsletter<br>Ad (text version)     | 230-character text ad,<br>plus hyperlink | N/A                  |

**FILE FORMAT:** GIF, Animated GIF, or JPEG.

Rich media and HTML ads accepted on a case-by-case basis.

## **DEADLINES:**

Materials due five business days prior to start date.

Ads posted at noon.

## **CONTACT INFO:**

Please e-mail all materials to: [adcreative@vnuemedia.com](mailto:adcreative@vnuemedia.com)

***For more information about E&P online advertising and sponsorships, contact your E&P sales representative.***

**In print or online, you get optimum industry-wide exposure when you advertise with *Editor & Publisher.***

# 2007 CALENDAR

## JANUARY 2007

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 |    |    |    |

## FEBRUARY 2007

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 |    |    |    |

## MARCH 2007

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

## APRIL 2007

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 |    |    |    |    |    |

## MAY 2007

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    | 1  | 2  | 3  | 4  | 5  |
| 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 |    |    |

## JUNE 2007

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

## JULY 2007

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 |    |    |    |    |

## AUGUST 2007

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 |    |

## SEPTEMBER 2007

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 |    |    |    |    |    |    |

## OCTOBER 2007

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 |    |    |    |

## NOVEMBER 2007

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 |    |

## DECEMBER 2007

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 |    |    |    |    |    |

# EDITOR & PUBLISHER

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