

2008 Advertising Rates

Issuance: Mails by the 15th, every other month.

Closing Dates: See the Editorial Calendar (on back page) for exact dates.

Please note prices below include color.

	1x	3x	6x	9x	12x	18x
Spread	\$11,400	\$10,700	\$10,000	\$9,700	\$9,500	\$9,100
Full page	\$6,600	\$6,200	\$5,800	\$5,600	\$5,500	\$5,300
2/3 page	\$5,300	\$4,950	\$4,650	\$4,500	\$4,400	\$4,200
1/2 page	\$4,300	\$4,050	\$3,800	\$3,650	\$3,550	\$3,450
1/3 page	\$3,400	\$3,150	\$2,950	\$2,850	\$2,800	\$2,700
1/4 page	\$3,050	\$2,850	\$2,700	\$2,600	\$2,550	\$2,450
1/6 page	\$1,500	\$1,400	\$1,300	\$1,250	\$1,200	\$1,150

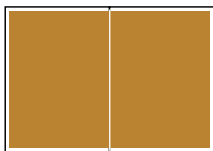
PREMIUM POSITIONS

COVER II	+ 20%
COVER III	+ 15%
COVER IV	+ 25%
ISLAND	+ 5%
SPECIAL POS.	+ 10%

DISCOUNTS

BLACK & WHITE	- 10%
SHOWCASE	- 10%

Mechanical Specifications



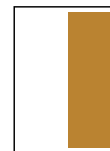
FULL PAGE SPREAD

Live Area: 15 x 9.5" (381 x 241mm)
Trim: 16 x 10.5" (406 x 267mm)
Bleed: 16.25 x 10.75" (413 x 274mm)



1/2 PAGE HORIZONTAL

Live: 7 x 4.875" (178 x 124mm)
Bleed: 8.25 x 5.5" (210 x 140mm)



1/2 PAGE VERTICAL

Live: 3.375 x 9.5" (86 x 241mm)
Bleed: 4.125 x 10.75" (105 x 274mm)

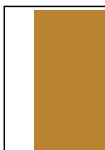


1/2 PAGE ISLAND

Live: 4.5 x 7.375" (114 x 187mm)
Bleed: 5.25 x 8.25" (133 x 210mm)

Publication trim size: 8" x 10.5" (203 x 267 mm).

No charge for bleed.



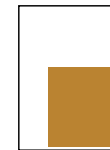
2/3 PAGE

Live: 4.5 x 9.5" (114 x 241mm)
Bleed: 5.25 x 10.75" (133 x 274mm)



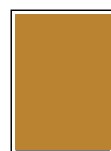
1/3 PAGE HORIZONTAL

Live: 7 x 3.3125" (178 x 84mm)



1/3 PAGE SQUARE

Live: 4.5 x 4.875" (114 x 124mm)



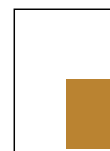
FULL PAGE

Live Area: 7 x 9.5" (178 x 241mm)
Trim: 8 x 10.5" (203 x 267mm)
Bleed: 8.25 x 10.75" (210 x 274mm)



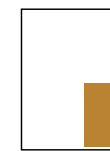
1/3 PAGE VERTICAL

Live: 2.25 x 9.5" (57 x 241mm)



1/4 PAGE

Live: 3.375 x 4.875" (86 x 124mm)



1/6 PAGE

Live: 2.25 x 4.875" (57 x 124mm)

Supplying Ad Material for PennWell Magazines:

PennWell prefers ad material to be supplied as PDF's with PDF/X-1a format option. We also except ads built in these programs:

- Indesign
- Freehand
- Quark
- Photoshop
- Illustrator

Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.

PennWell does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.

PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.

For complete PennWell Specifications, see the "spec sheet" at our ad upload site:

<http://digitalads.pennwell.com>