

## 2009 Online and Print Rates



### 1 Month Online Banner Sponsorship

Includes a regional banner ad on every page of the Regional site.

#### Regional Site Size:

728x90	\$565
468x60	\$480
120x600	\$390
300x250	\$350

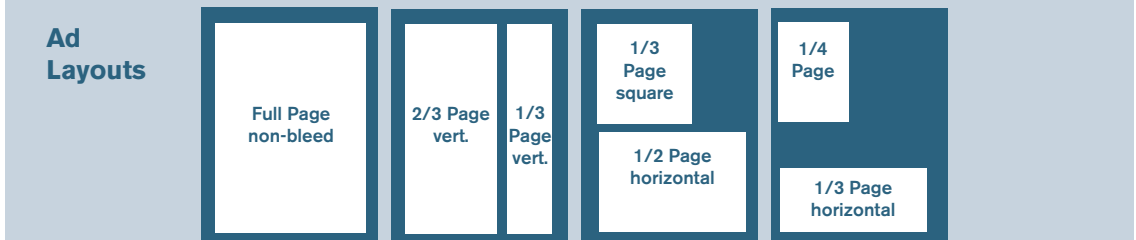
### Ad Material Requirements

- Ads must be supplied in a suitable electronic form.
- Proof prints must be supplied with ads.
- Color proof required for color ads.
- Digital files may be sent in by disk or with special permission, email.
- Macintosh or PC compatible files are acceptable.
- All digital image files must be supplied at 300 dpi at actual size in EPS, TIFF or PDF formats (with fonts embedded).
- Programs supported are QuarkXpress, Adobe Photoshop and Adobe Illustrator.

Page	1x	4x	7x	12x	24x
<b>Black &amp; White</b>					
Full	1,365	1,240	1,120	1,010	915
2/3	1,130	1,025	925	840	755
1/2	890	800	730	655	595
1/3	705	630	575	525	465
1/4	590	535	480	435	405
<b>Two Color*</b>					
Full	1,605	1,480	1,360	1,250	1,155
2/3	1,370	1,265	1,165	1,080	995
1/2	1,130	1,040	970	895	835
1/3	945	870	815	765	705
1/4	830	775	720	675	645
*Black plus one color					
<b>Four Color</b>					
Full	1,915	1,790	1,670	1,560	1,465
2/3	1,680	1,575	1,475	1,390	1,305
1/2	1,440	1,350	1,280	1,205	1,145
1/3	1,255	1,180	1,125	1,075	1,015
1/4	1,140	1,085	1,030	985	955

Premium Positions	Additional Cost
Inside Front Cover	15%
Page 1	15%
(Inside Front Cover and Page 1 can be bought together as a spread or separately)	
Page 2 or 3	10%
Page 4 or 5	10%
Page 6 or 7	10%
Page 8 or 9	10%
Second Spread	10%
Center Spread	10%
Inside Back Cover	15%
Outside Back Cover	20%

Ad Sizes	Inches
Trim size	8 1/8 w X 10 7/8 h
Page bleed	8 3/8 w X 11 1/8 h
Page non-bleed	7 w X 10 h
2/3 page vertical	4 1/2 w X 10 h
1/2 page horizontal	7 w X 4 7/8 h
1/3 page square	4 1/2 w X 4 7/8 h
1/3 page vertical	2 1/8 w X 10 h
1/3 page horizontal	7 w X 3 3/8 h
1/4 page	3 3/8 w X 4 7/8 h





- The provisions of this rate card are the official rates and regulations.
- Publisher reserves the right to reject any advertisement.
- Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising therefrom against the Publisher.
- Cancellation of advertisement will be accepted only if received in writing not less than (10) days in advance of closing date. Preferred position orders are non-cancelable.
- The publisher reserves the right to put the word "Advertisement" with copy that, in the Publisher's opinion, resembles editorial matter.
- All consecutive and nonconsecutive contracts must be filled within one year of date of contract.
- An incomplete schedule will be subject to short-rate computed at earned rate.
- Credits incurred by increasing frequency during a contract year will be applied toward future billing for space. No cash rebates or credit to past balances will be made.
- Contracts are subject to rate change with 60 days notice by the Publisher. If such revision is unacceptable to the advertiser, the contract may be cancelled without short-rate.
- An advertiser can increase or reduce a display ad size under a multiple insertions contract; the new size rate will be computed at the same frequency contracted.

**Recognized agency:** "Recognized agency" as used in this rate sheet refers to an individual or group or individuals, independent of the advertiser, who makes the media selection, handles the order, coordinates and processes the space placed with the Publisher under terms of this rate sheet, provides final electronic files and proofs, furnishes and prepays transportation and import charges on all printing materials submitted and processes prompt payment.

**Issuance and closing dates:** *Northwest Construction* Magazine is published monthly. Closing date is approximately one month prior to publication. All materials for display advertising, including complete electronic files, alterations, furnished inserts and insertion orders, must be received approximately 20 days preceding date of issue. When no acceptable copy is furnished by material due date for space under contract, the Publisher reserves the right to repeat latest advertisement or to charge for unused space. No cancellations after deadlines.

**Agency commissions:** A 15% commission will be given to recognized agencies on all rates for final material (prepress to our specifications). If other material is furnished, conversion charges will be billed to agency, plus 10 percent. Advertisements one-quarter page or under are noncommissionable. Commissions will not be given to accounts that are 60 days past due.

**Production services:**

Our production department has the capability to provide design services at a nominal rate.

**Ask a Sales Representative for more details.**