

REDUCED FOR 2010!

2010 Black-and-White Rates

	1X	3X	6X	9X	12X	18X	W x H
Full Pg.	\$6,460	\$6,340	\$6,240	\$6,620	\$6,000	\$5,900	7" x 9 ³ / ₄ "
2/3 Pg.	\$5,060	4,920	4,760	4,580	4,460	4,300	4 ¹ / ₂ " x 9 ³ / ₄ "
1/2 Pg. Isl.	\$4,760	4,600	4,460	4,300	4,140	4,000	4 ¹ / ₂ " x 7 ⁵ / ₈ "
1/2 Pg. Horz.	\$4,000	3,860	3,720	3,580	3,440	3,300	7" x 4 ⁷ / ₈ "
1/2 Pg. Vert.	\$4,000	3,860	3,720	3,580	3,440	3,300	3 ¹ / ₄ " x 9 ³ / ₄ "
1/3 Pg. Vert.	\$2,960	2,860	2,780	2,680	2,580	2,500	4 ¹ / ₂ " x 4 ⁵ / ₈ "
1/4 Pg.	\$2,220	2,140	2,080	2,000	1,920	1,860	3 ¹ / ₄ " x 4 ⁵ / ₈ "
1/6 Pg.	\$1,940	1,740	1,660	1,600	1,560	1,500	2 ¹ / ₈ " x 4 ⁵ / ₈ "

Magazine Trim Size: 7.625 x 10.5

Boiler Systems Engineering & Networked Controls Sections

Company Profile/White Paper

Full-Page Advertisers.....	\$2,010
Non-Advertisers.....	\$3,860

Black & White Rates

Full-Page.....	\$5,360
2/3-Page.....	\$4,000
1/2-Page Island.....	\$3,740
1/2-Page.....	\$3,180
1/3-Page.....	\$2,600
1/4-Page.....	\$1,960

Techlit Selector

Black & White Rates

One Ad Unit.....	\$1,640 each
Two Ad Units.....	\$1,540 each
Three to Seven Ad Units.....	\$1,360 each
Eight or More Ad Units.....	\$1,220 each

Info-dex Directory Advertising

Cover Sponsorship.....	\$5,800
Display Advertising.....	See Above
Company Listing.....	\$80
Logo Placement (Black & White).....	\$260

Call Ads

	2" x 2-1/2"	2" x 3"
1 Ad.....	\$600	\$720
2 Ads.....	\$500	\$680
3 Ads.....	\$480	\$640
4 ads.....	\$440	\$600
5 Ads.....	\$400	\$540
6 Ads of More.....	\$380 each	\$560 each

Add RED or CYAN (Blue) to Logo Placement or Call Ad..... additional \$160



Color Rates

Two-Color:

Standard 4A color (cyan, magenta, yellow, black), per page or fraction..... extra \$620

Per additional consecutive page.....\$300

Matched, non-metallic color, per page or fraction..... extra \$880

Per additional consecutive page..... \$420

Three- and Four-Color:

Process 4-color or black and 2 non-metallic colors, per page or fraction..... extra \$1,500

Per additional consecutive page..... \$760

Note: Color Rates apply to all Display Advertising for the following:

- HPAC Engineering
- Info-dex Directory
- Boiler Systems Engineering
- Networked Controls

Non-Display Advertising

Per Column Inch:

1X	3X	6X	9X	12X
\$200	\$180	\$160	\$140	\$120

Column Widths:

- 1 Column = 2-1/4"
- 2 Columns = 4-1/2"
- 3 Columns = 7"

Help Wanted Ads:

\$80 up to 30 words;
\$2.00 per word over 30 words.

Online Classified Ads:

\$225 per month

Upload print-ready ads to www.pentondigitalads.com