

# ADVERTISING RATES

# 2011

## 2011 Black-and-White Rates

	1X	3X	6X	9X	12X	18X	W x H
Full Pg.	\$6,980	\$6,860	\$6,740	\$6,620	\$6,500	\$6,380	7" x 9 3/4"
2/3 Pg.	\$5,480	5,320	5,140	4,980	4,820	4,640	4 1/2" x 9 3/4"
1/2 Pg. Isl.	\$5,140	4,980	4,820	4,640	4,480	4,320	4 1/2" x 7 3/8"
1/2 Pg. Horz.	\$4,320	4,180	4,020	3,860	3,720	3,560	7" x 4 7/8"
1/2 Pg. Vert.	\$4,320	4,180	4,020	3,860	3,720	3,560	3 1/4" x 9 3/4"
1/3 Pg. Vert.	\$3,200	3,100	3,000	2,900	2,800	2,700	4 1/2" x 4 5/8"
1/4 Pg.	\$2,400	2,320	2,240	2,160	2,080	2,000	3 1/4" x 4 5/8"
1/6 Pg.	\$1,940	1,880	1,800	1,740	1,680	1,620	2 1/8" x 4 5/8"

Magazine Trim Size: 7.625 x 10.5

## Info-dex Directory Advertising

Cover Sponsorship .....	\$6,280
Display Advertising .....	See Above
Company Listing.....	\$80
Logo Placement (Black & White).....	\$260
<b>Call Ads</b> .....	<b>2" x 2.5" 2" x 3"</b>
1 Ad.....	\$660 ..... \$800
2 Ads.....	\$560 ..... \$760
3 Ads.....	\$540 ..... \$720
4 Ads.....	\$500 ..... \$660
5 Ads.....	\$460 ..... \$600
6 Ads or More.....	\$420 each..... \$560 each
Add RED or CYAN (Blue) to Logo Placement or Call Ad .....	additional \$160

## Non-Display Advertising

Per Column Inch:

1X	3X	6X	9X	12X
\$220	\$200	\$180	\$160	\$120

## Help-Wanted Ads:

\$80 for up to 30 words  
\$2 per word over 30 words

## Online Classified Ads:

\$225 per month

## Boiler Systems Engineering & Networked Controls Sections

### Company Profile/White Paper

Full-Page Advertisers.....	\$2,740
Non-Advertisers .....	\$4,180

### Black & White Rates

Full-Page.....	\$5,800
2/3-Page.....	\$4,320
1/2-Page Island.....	\$4,040
1/2-Page.....	\$3,440
1/3-Page.....	\$2,800
1/4-Page.....	\$2,120

## Fire Protection Engineering

### Corporate 100 Rates

	1X	4X
Spread	\$7,010	\$6,580
Full Page	\$4,460	\$3,635
Full Pg, Cover	\$6,070	\$5,295
2/3 Pg Vert.	\$3,510	\$3,115
1/2 Pg. Island	\$3,240	\$2,875
1/2 Pg. Horz.	\$2,975	\$2,555
1/3 Pg. Vert.	\$2,435	\$2,045
1/3 Pg. Square	\$2,435	\$2,045
1/4 Page	\$1,890	\$1,635

### Non-Corporate 100 Rates

	1X	4X
Spread	\$7,010	\$6,580
Full Page	\$4,460	\$3,635
Full Pg, Cover	\$6,070	\$5,295
2/3 Pg Vertical	\$3,510	\$3,115
1/2 Pg. Island	\$3,240	\$2,875
1/2 Pg. Horz.	\$2,975	\$2,555
1/3 Pg. Vertical	\$2,435	\$2,045
1/3 Pg. Square	\$2,435	\$2,045
1/4 Page	\$1,890	\$1,635

## Techlit Selector

### Black & White Rates

One Ad Unit .....	\$1,840 each
Two Ad Units .....	\$1,720 each
Three to Seven Ad Units.....	\$1,540 each
Eight or More Ad Units.....	\$1,380 each

## Color Rates



### Two-Color:

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

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

### Matched, non-metallic color:

per page/fraction ..extra \$880

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

### Three and Four-Color:

Process 4-color or black and 2 non-metallic colors, per page/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