

ADVERTISING RATES

2012 Black-and-White Rates

	1X	3X	6X	9X	12X	18X	W x H
Full Pg.	\$7,180	\$7,060	\$6,940	\$6,820	\$6,700	\$6,580	7" x 9 ³ / ₄ "
2/3 Pg.	\$5,640	5,480	5,300	4,980	4,820	4,640	4 ¹ / ₂ " x 9 ³ / ₄ "
1/2 Pg. Isl.	\$5,300	5,120	4,960	4,780	4,620	4,780	4 ¹ / ₂ " x 7 ³ / ₈ "
1/2 Pg. Horz.	\$4,440	4,300	4,140	3,980	3,840	3,660	7" x 4 ⁷ / ₈ "
1/2 Pg. Vert.	\$4,440	4,300	4,140	3,980	3,840	3,660	3 ¹ / ₄ " x 9 ³ / ₄ "
1/3 Pg. Vert.	\$3,300	3,200	3,100	2,980	2,880	2,780	4 ¹ / ₂ " x 4 ⁵ / ₈ "
1/4 Pg.	\$2,480	2,380	2,300	2,220	2,140	2,060	3 ¹ / ₄ " x 4 ⁵ / ₈ "
1/6 Pg.	\$2,000	1,940	1,860	1,800	1,740	1,660	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
Call Ads 2" x 2.5" 2" x 3"	
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:

\$117 gross per inch

Online Classified Ads:

\$200 gross per month



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

Boiler Systems Engineering & Networked Controls Sections

Company Profile/White Paper

Full-Page Advertisers.....	\$2,820
Non-Advertisers	\$4,300

Black & White Rates

Full-Page.....	\$5,980
2/3-Page	\$4,440
1/2-Page Island.....	\$4,160
1/2-Page	\$3,540
1/3-Page	\$2,880
1/4-Page	\$2,180

Techlit Selector

Black & White Rates

One Ad Unit	\$1,900 each
Two Ad Units	\$1,780 each
Three to Seven Ad Units.....	\$1,580 each
Eight or More Ad Units.....	\$1,420 each

Fire Protection Engineering

Corporate 100 Rates

	1X	4X
Spread	\$6,720	\$6,300
Full Page	\$4,220	\$3,480
Full Pg, Cover	\$5,820	\$5,080
2/3 Pg Vert.	\$3,360	\$2,980
1/2 Pg. Island	\$3,100	\$2,760
1/2 Pg. Horiz.	\$2,840	\$2,440
1/3 Pg. Vert.	\$2,340	\$1,960
1/3 Pg. Square	\$2,340	\$1,960
1/4 Page	\$1,820	\$1,580

Non-Corporate 100 Rates

	1X	4X
Spread	\$7,220	\$6,780
Full Page	\$4,600	\$3,740
Full Pg, Cover	\$6,260	\$5,460
2/3 Pg Vertical	\$3,620	\$3,200
1/2 Pg. Island	\$3,340	\$2,960
1/2 Pg. Horiz.	\$3,060	\$2,640
1/3 Pg. Vertical	\$2,500	\$2,100
1/3 Pg. Square	\$2,500	\$2,100
1/4 Page	\$1,940	\$1,680