



# General Advertising Rates

Magazine Trim Size: 7<sup>5</sup>/<sub>8</sub>" W x 10<sup>1</sup>/<sub>2</sub>" H

Send press-optimized, camera-ready art.  
For more information, contact Tamara Bratt  
at 913/967-1742.

Print ready ads can be uploaded to <http://www.pentondigitalads.com/upload.aspx>

## Black-and-White Rates

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

## Color Rates



### Two-Color:

Standard 4A color (CMYK), 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:

Process 4-color or black and 2 non-metallic colors, per page or fraction, extra .....\$1,500  
Per additional consecutive page .....\$760

## Cover Rates

Available on 6X and 12X programs. Rates include position and four-color process.

Inside Cover: \$8,620

Back Cover: \$10,420

## Annual Info-dex Directory Rates

Magazine Trim Size:  
7<sup>5</sup>/<sub>8</sub>" W x 10<sup>1</sup>/<sub>2</sub>" H

Cover Sponsorship .....\$6,280  
Company Listing.....\$80  
Logo Placement Black & White.....\$260

Call Ads -	2" x 1 <sup>1</sup> / <sub>2</sub> "	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 . . . . .	\$560 . . . . .

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



## Non-Display Advertising

Rates:	1X	3X	6X	9X	12X	Width x Height
Per column inch	\$220	\$200	\$180	\$160	\$140	2 <sup>1</sup> / <sub>8</sub> " x 1"
Column Widths:	1 column = 2 <sup>1</sup> / <sub>8</sub> "		2 columns = 4 <sup>1</sup> / <sub>8</sub> "		3 columns = 7"	

Please consult your *HPAC Engineering* sales representative for more information.

# e-Media Rates

## www.hpac.com

### Run of Site (ROS) Display Advertising

AD FORMAT	SIZE (pixels)	RATE
Leaderboard	727 x 90	\$40 cpm
Premium Boom box	336 x 280	\$35 cpm
Small Boom Box	180 x 150	\$30 cpm
Marketplace	125 x 125	\$25 cpm
Homepage Peel-Back	800 x 800	\$125/month



### e-Newsletters

	HPAC <b>FASTRACK</b>	ENGINEERING GREEN BUILDINGS
<b>Leaderboard Ad (728 x 90):</b>		
First Position	\$2,750 per issue	\$950 per issue
<b>Premium Boom Box Ads (336 x 280):</b>		
Second Position	\$2,450 per issue	\$850 per issue
Third Position	\$2,200 per issue	\$750 per issue
Fourth Position	\$1,975 per issue	(not available)



### Webinars

Exclusive Sponsorships \$15,000

Editorial Webinar Series sponsorships are available in addition to Custom Webinars. See Editorial Calendar on pages 7 and 8 Editorial Webinar Series topics.



### Info-dex Online

#### LISTING ENHANCEMENTS

Standard Company Listing \$80/year  
Company name, address, phone, fax, web address and product categories

Enhanced Company Listing \$600/year  
Includes Standard Listing plus company logo, product photo and description, active URL and active e-mail link

# info-dex

### Techlit Online

Six Months \$240

Techlit Online features your print ad as it appeared in Techlit Selector on www.hpac.com for six months with an active URL link.