

MECHANICAL REQUIREMENTS

Printed web offset, saddle-stitched

Size Width	Width Depth	Depth		
1 page	7	10	—	—
2/3 page	7	6 ³ / ₄	4 ⁹ / ₁₆	10
1/2 island	—	—	4 ⁹ / ₁₆	7 ¹ / ₂
1/2 page	7	4 ⁷ / ₈	3 ³ / ₈	10
1/3 page square	4 ⁹ / ₁₆	4 ⁷ / ₈	1/3 Vertical	2 ³ / ₁₆
1/3 page horizontal	7	3	—	—
1/4 page	7	2 ³ / ₈	3 ³ / ₈	4 ⁷ / ₈
1/6 page	4 ⁹ / ₁₆	2 ³ / ₈	2 ³ / ₁₆	4 ⁷ / ₈
1/8 page	7	1 ¹ / ₈	3 ³ / ₈	2 ³ / ₈

Trimmed Size of Magazine: 8 x 10⁷/₈ (trimmed 1/8" all sides)

Bleed page — 8¹/₄ x 11¹/₈

Live area — 7 x 10

2 pg. spread, gutter bleed — 15¹/₄ x 10

2 pg. spread, bleed 4 sides — 16¹/₄ x 11¹/₈

Half-page spread, gutter bleed only — 15¹/₄ x 4⁷/₈

Half-page spread, bleed 3 sides — 16¹/₄ x 5⁵/₈

PREFERRED MATERIAL

Preferred file format: Hi-res (300 dpi) version 1.3 PDF (or use PDFX1a presets) with all images in CMYK mode.

EPS Files — created with all fonts converted to outlines or paths.

Please contact the traffic manager for our comprehensive ad-specification sheet. Or go to www.areadevelopment.com/advertise

AD ORDER AND MATERIAL E-MAIL/ MAILING INSTRUCTIONS

Ad materials must be received no later than the 16th of the month preceding the issue date. Please mail to the attention of the Traffic Manager at the Westbury address below. Or email to the attention of the Traffic Manager at printadv@areadevelopment.com

ADVERTISING DESIGN SERVICE

Advertiser design services are available. Basic layout including typesetting provided at no charge. Additional fees for custom art, special requests, and color work.

AREADEVELOPMENT®
SITE AND FACILITY PLANNING

400 Post Ave., Westbury, New York 11590
(516) 338-0900; (800) 735-2732 FAX (516) 338-0100
E-mail: areadev@areadevelopment.com

www.areadevelopment.com

2010

ADVERTISING

RATE CARD

Recognized as the
**WORLD'S LEADING
ECONOMIC DEVELOPMENT
publication**

www.areadevelopment.com

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SITE AND FACILITY PLANNING

Rate Card No. 46



Advertising Rates – Effective January 1, 2010
All rates based on a consecutive 12-month period

Circulation: BPA audited

Rates based on black-and-white ads;
additional charge for color and/or preferred position.

Terms: Net 30 days

SPACE RATES*				
Size	1x	3x	6x	7x
Full Page	\$8,510	\$7,925	\$7,293	\$7,000
2/3 Page	6,440	5,995	5,510	5,280
1/2 Island	5,540	5,130	4,745	4,570
1/2 Page	5,090	4,735	4,350	4,175
1/3 Page	3,815	3,535	3,265	3,145
1/4 Page	3,000	2,775	2,545	2,465
1/6 Page	2,070	1,910	1,770	1,695
1/8 Page	1,785	1,675	1,520	1,460
*4/c charge additional				
COVER RATES*				
	1x	3x	6x	7x
Back Cover	\$10,195	\$9,710	\$9,175	\$8,935
Inside FC	9,760	9,180	8,640	8,390
Inside BC	9,600	9,040	8,475	8,230
*4/c charge additional				
COLOR (ALL SIZES, ALL ADS)				
2 - color	1,130			
4 - color	2,470			
PREFERRED POSITION				
Additional 10% on space rate. Contact publisher for available preferred positions and consecutive page placements.				

BUSINESS REPLY CARDS

Supplied to Publisher

Business Reply Card \$2,850

Printed by Publisher

Business Reply Card \$3,850

(Must be accompanied by a full-page ad)

INSERTS

Supplied to Publisher:

Rates quoted upon request. Contact publisher for quantity requirements and specifications. Cards and/or inserts that are supplied must be received ready for binding. Agency commissionable.

Printed by Publisher:

Rates quoted upon request. Printed 60-lb. coated stock. Heavier stock available. Binding included. Contact publisher for mechanical requirements. Agency commissionable.

Issues with bonus circulation; inserts requiring special binding; and non-standard size, pop-up, or pocket inserts are subject to surcharge. Publisher reserves the right to approve all inserts prior to acceptance.

ISSUE AND CLOSING DATES

Published seven times per year (Feb., Apr., June, Aug., Oct., Dec. and Annual Directory in Nov.). Mailed by last day of the month of issue. General closing dates – 10th of the month preceding publication date for orders and 16th of the month preceding for ad material (e.g., Dec. issue closes Nov. 10th for orders; Nov. 16th for materials).

AGENCY COMMISSION

15% to recognized agencies if paid within 30 days from date of invoice.

CANCELLATIONS

No cancellations accepted after the 10th of the preceding month.