

MECHANICAL REQUIREMENTS

Printed web offset, saddle-stitched

Size	Width	Depth		
Width	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

PDF Files (preferred file format)

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

Please contact your sales representative for our comprehensive advertisement specification sheet. Or go to www.areadevelopment.com/advertise

AD ORDER AND MATERIAL MAILING INSTRUCTIONS

All insertions must be received by the 10th of the month preceding the issue date. Mail to the attention of the publisher. Ad materials must be received *no later* than the 16th of the month preceding the issue date. Mail production materials to the attention of the traffic manager.

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.

2009

ADVERTISING

RATE CARD

Recognized as the
WORLD'S LEADING
ECONOMIC DEVELOPMENT
publication for producing
QUALIFIED RESPONSE
and measurable results

www.areadevelopment.com

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

AREADEVELOPMENT[®]
SITE AND FACILITY PLANNING

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Rate Card No. 45

Advertising Rates – Effective January 1, 2009
All rates based on a consecutive 12-month period

Circulation: 45,100, 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	12x
Full Page	\$8,510	\$7,925	\$7,293	\$7,000	\$6,450
2/3 Page	6,440	5,995	5,510	5,280	4,890
1/2 Island	5,540	5,130	4,745	4,570	4,190
1/2 Page	5,090	4,735	4,350	4,175	3,845
1/3 Page	3,815	3,535	3,265	3,145	2,885
1/4 Page	3,000	2,775	2,545	2,465	2,265
1/6 Page	2,070	1,910	1,770	1,695	1,560
1/8 Page	1,785	1,675	1,520	1,460	1,360

*4/c charge additional

COVER RATES *

	1x	3x	6x	7x	12x
Back Cover	\$10,195	\$9,710	\$9,175	\$8,935	\$8,090
Inside FC	9,760	9,180	8,640	8,390	7,875
Inside BC	9,600	9,040	8,475	8,230	7,715

*4/c charge additional

COLOR (ALL SIZES, ALL ADS)

Process color	\$ 875
Matched 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. 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.