

DISPLAY ADVERTISING RATES

	1X	3X	7X	13X	18X	26X	39X	52X
Page	6480	6280	6155	5830	5700	5500	5175	4860
2/3	5175	5030	4925	4660	4555	4410	4150	3885
1/2	4210	4085	4000	3790	3705	3580	3370	3160
1/3	2710	2635	2575	2435	2385	2300	2175	2035
1/6	1430	1385	1355	1280	1260	1210	1145	1070
Cover 2	10425	10100	9880	9385	9175	8840	8360	7810
Cover 3	9555	9280	9060	8630	8410	8140	7645	7150
Cover 4	10870	10540	10320	9775	9555	9230	8685	8140

Color Rates

	2 Color	4 Color
Page	add \$1,080	add \$2,165
Fractional	add \$545	add \$1,080

Special Color Rates

	Metallic	Matched
	add \$1,040	add \$520

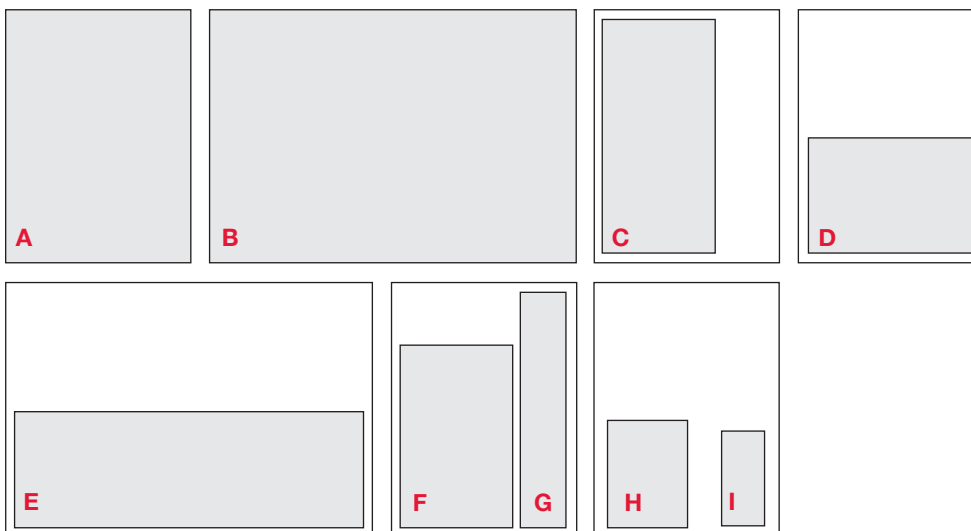
Special Positions

Page 1	add 15%
Opposite TOC	add 15%
Opposite Foreword	add 15%
Guaranteed Position	add 10%

Sample Display Ad Sizes

SIZE (width x depth)	NON-BLEED	BLEED	TRIM
A Full Page	7" x 9 3/4"	8 1/8" x 10 3/4"	7 7/8" x 10 1/2"
B Spread	15" x 9 3/4"	16 1/8" x 10 3/4"	15 3/4" x 10 1/2"
C 2/3 Page Vertical	4 7/16" x 9 3/4"	N/A	N/A
D 1/2 Page Horizontal	6 3/4" x 4 3/4"	8 1/8" x 5 3/8"	7 7/8" x 5 1/4"
E 1/2 Page Spread	15" x 4 3/4"	16 1/8" x 5 3/8"	15 3/4" x 5 1/4"
F 1/2 Page Island	4 7/16" x 7 1/4"	N/A	N/A
G 1/3 Page Vertical	2 1/8" x 9 3/4"	2 3/4" x 10 3/4"	2 5/8" x 10 1/2"
H 1/3 Page Square	4 7/16" x 4 3/4"	5 1/8" x 5 3/8"	5" x 5 1/8"
I 1/6 Page Vertical	2 1/8" x 4 3/4"	N/A	N/A

Keep live matter 1/4" or more from head and foot trims. Allow 3/8" safety from gutter and face trims for all live matter. Spreads in perfect bound issues must include a 3/8" gutter safety on each page from type to trim.



Multiple Page Discounts

Page - Table	Discount
2-3	5%
4-5	10%
6-7	15%
8-11	20%
12+	25%

(MPD are taken from the B&W earned rate prior to color surcharge or other premiums)

Frequency Rates

Rates earned based on the number of insertions within a 12-month period.

Front Cover Package Rates

Consult your sales representative. Cancelling or changing the issue date within 30 days of closing date will result in a penalty charge of \$5000.

Hard Cover Paper Stock

Option

Additional \$3000 premium to upgrade cover paper to a 7pt stock. Standard paper stock is 100#. Option available for hard cover packages only.

Insert Rates

Consult your sales representative.

Bleed Rates

No additional charge.

All cancellations must be in writing. Any cancellations submitted after deadline will result in a penalty fee.

Issuance and Closing Dates

- a. *Publishers Weekly* is dated Monday.
- b. Closing date for space reservations: 2pm EST, Thursday, 11 days preceding the cover date.
- c. Closing date for materials: Monday, 7 days preceding cover date.
- d. Closing dates are one week earlier for international advertisers.
- e. 50% penalty for ads cancelled after closing date.

Contact the Production Manager with any extension requests.

*Exceptions: Non-U.S. advertisers, perfect-bound issues and supplements. See the attached editorial calendar for dates.

Commission And Payment Policies

- a. **AGENCY COMMISSION:** 15% gross billing allowed to recognized advertising agencies on space, color, and position. All production charges and binding charges are non-commissionable.
- b. **CASH DISCOUNT:** None.

- c. **PAYMENT:** Payment with initial order is required from first-time advertisers or agencies. All other accounts payable within 30 days from date of invoice.
- d. **Failure to provide materials for reserved space will result in 50% penalty.**

Copy and Contract Regulations

- a. All display advertising reservations must be confirmed with a signed insertion order on or before reservations closing date.
- b. All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising that is not in keeping with the publication's standards. Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom against the publisher.
- c. Advertising that simulates editorial content will include 'Advertisement' or will not be accepted.



Mechanical Requirements

- a. **PRINTING:** Web offset. SWOP standards apply.
- b. **PUBLICATION TRIM SIZE:** 7 ⁷/₈" x 10 ¹/₂".
- c. **BINDING METHOD:** Saddle stitched. Exceptions are Announcement Issue and BEA Preview which are perfect-bound.
- d. **INSERTS, TIP-INS, GATEFOLDS, AND AQUEOUS COVER COATING WHERE APPLICABLE:** Please consult production manager for specifications and production charges.
- e. **DIGITAL ELECTRONIC AD SPECIFICATIONS:** High resolution PDFx1/A recommended.
- f. **SUBMIT ADS TO:** www.ads4reed.com
- g. **NOTE:** Our publication prints at 133 line screen. This means that resolution for artwork need is to be 300 dpi at 100%. Please contact Ad Production Manager for details.
- h. **PROOFS:** Color Advertising: We require Kodak approvals, Iris or similar. At Advertiser's request, *Publishers Weekly* will pull a SWOP-approved color guide. Please contact Ad Production Manager for cost details. Laser proofs will be used for content only and are not SWOP-acceptable for color quality. Reed Business Information will run to SWOP standards unless a color press guide is provided.
Black & White Advertising: A laser proof is required. At Advertiser's request, *Publishers Weekly* will pull a laser proof. Please contact Ad Production Manager for cost details.
If there are any technical problems or questions please call Sue White, Production Director, Graphic & Prepress Services at 646-746-6569.
- i. **ROTATION OF COLORS:** Black, Cyan, Magenta, Yellow.
- j. **INKING:** All proofing should be done with inks matched to AAAA/MPA standard offset 4-color process inks. See current SWOP standard references for more information.

Publisher will not be responsible for reproduction of advertising material that is received late or does not conform to *Publishers Weekly's* mechanical specifications or SWOP standards. Late ads may be subject to a late charge.

Mailing Instructions

Send all production materials with printing instructions including cover date to:

Publishers Weekly
Attn: Jerry Arotzky
Ad Production Manager
Production Department
360 Park Avenue South
New York, NY 10010
646-746-6603
Fax: 646-746-7492

Advertisers materials will be stored for a period of three months.

Ownership

- a. Year established: 1872
- b. Ownership: Reed Business Information, a division of Reed Elsevier, Inc., 360 Park Avenue South, New York, NY 10010

PW Subscription Rates:

U.S.	\$239.99
CAN	\$299.99
FOR	\$399.99

PW Newsstand Rates:

Domestic	\$8.00
----------	--------

PW Back Issue Rates:

Domestic	\$8.00
Foreign	\$12.00

PW Customer Service Phone Numbers:

Inside U.S.	(800) 278-2991
Outside U.S.	(515) 247-2984
Fax	(712) 733-8019