

SPECIAL OPPORTUNITIES

Book Review Section Rates

B&W		1x	3x	7x	13x	18x	26x	39x	52x
Review Ad	1/6 Page V	1280	1250	1220	1155	1135	1090	1030	965
Review Column	1/3 Page V	2435	2375	2320	2195	2140	2080	1955	1825
Review Page	Standard	5830	5650	5535	5240	5125	4955	4660	4370
COLOR									
	2 Color		4 Color						
Standard Page		970		1925					
Fractional		485		970					

SPECIAL POSITION +15.0%
 Note: Advertisements in this section earn frequency discounts independent of other ads in the publication.
Mechanical Specs: See non-bleed display requirements.

Announcement/In Memoriam Rates

	B&W	Color
Page	4535	6080
1/2	2950	3715
1/3	1900	2665
1/6	965	1765

Mechanical Specs: See non-bleed display requirements.

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Resource Guide Rates

The Resource Guide is a weekly marketplace where advertisers promote products, services and supplies to booksellers and publishing professionals.

B&W	1x (1 week)	4x (1 month)	12x (3 months)	24x (6 months)	51x (One Year)
Page	3235	2920	2750	2585	2425
1/2	2110	1890	1795	1690	1585
1/3	1355	1220	1155	1080	1030
1/6	715	640	610	565	535
1/9	485	440	420	390	355
Column Width	190	170	160	145	135
COLOR					
	2 Color	4 Color			
	270	535			

Space reservations deadline: Thursday, 11 days preceding issue date.
Materials deadline: Monday, 6 days preceding issue date.
Mechanical Specs: See size specifications in the right column.

CLASSIFIED ADVERTISING

Legal and Job Postings

B&W	1x	3x	6x	12x
Page	5175	4660	4410	3885
1/2 page horizontal	3265	2940	2770	2445
1/3 page vertical	2175	1955	1850	1630
1/6 page vertical	1145	1030	975	850
1/9 page vertical	650	590	555	485
column inch	295	265	250	220
PW JOB ZONE/WEB ONLY			\$475 net for 30 days	
PW JOB ZONE/WEB AND PRINT			\$190/web	
Print rate based on Classified Ad pricing structure				
COLOR				
	2 Color	4 Color		
	260	515		
LINE RATES				40
BOLD RATES				60

Legal notices referencing another location for complete posting will cost a flat rate of \$3000 or be determined by the size of the ad (whichever is greater).

Web Surcharge: Additional \$190 required for 30-day web posting with print ad. \$50 for blind box number service.

Deadlines: Noon on Tuesday, 6 days preceding issue date.

Sizes:

1/9	2 1/8" x 3"
1/6	2 1/8" x 4 1/2"
1/3 vertical	2 1/8" x 9"
1/3 square	4 1/2" x 4 1/2"
1/2 page horizontal	6 3/4" x 4 1/2"
1 col.	2 1/8"
2 col.	4 1/2"
3 col.	6 3/4"

For further information, please contact:

Yuki Atsumi
 Classified/Media Services
 360 Park Ave.
 New York, NY 10010
 646-746-6949
 Fax: 646-746-6598
 yuki.atsumi@reedbusiness.com