

MAGAZINE RATES

53,782 BPA-AUDITED SUBSCRIBERS
46,505 PRINT / 7,277 GLOBAL DIGITAL EDITION¹



Spread
14³/₄" x 10" non-bleed
15³/₄" x 11" bleed



Full Page
7" x 10" non-bleed
8" x 11" bleed



2/3 Vertical
4¹/₂" x 9³/₄" non-bleed
5³/₈" x 11" bleed



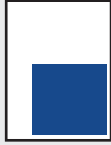
1/2 Island
4¹/₂" x 7³/₈" non-bleed
5³/₈" x 8¹/₄" bleed



1/2 Vertical
3¹/₄" x 9³/₄" non-bleed
4" x 11" bleed



1/2 Horizontal
6³/₄" x 4³/₄" non-bleed
8" x 5³/₄" bleed



1/3 Square
4¹/₂" x 4³/₄" non-bleed
5³/₈" x 5³/₄" bleed



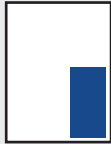
1/3 Vertical
2¹/₈" x 9³/₄" non-bleed
3" x 11" bleed



1/3 Horizontal
6³/₄" x 3" non-bleed
8" x 3³/₄" bleed



1/4 Vertical
3¹/₄" x 4³/₄" non-bleed
4" x 5³/₄" bleed



1/6 Vertical
2¹/₈" x 4³/₄" non-bleed



1/8 Horizontal
3¹/₄" x 2¹/₂" non-bleed



1/8 Banner
7" x 1¹/₄" non-bleed

B/W GROSS RATES - RUN OF BOOK

SIZE	1x	3x	6x	12x	18x	24x	36x
Spread	\$12,996	\$12,606	\$12,228	\$11,861	\$11,624	\$11,391	\$11,164
Full	\$7,023	\$6,812	\$6,608	\$6,410	\$6,281	\$6,156	\$6,033
2/3 Page	\$5,985	\$5,805	\$5,631	\$5,462	\$5,353	\$5,246	\$5,141
1/2 island	\$5,216	\$5,059	\$4,907	\$4,760	\$4,665	\$4,572	\$4,480
1/2 page	\$4,785	\$4,642	\$4,503	\$4,368	\$4,280	\$4,195	\$4,111
1/3 page	\$3,591	\$3,483	\$3,379	\$3,277	\$3,212	\$3,148	\$3,085
1/4 page	\$2,589	\$2,511	\$2,436	\$2,363	\$2,316	\$2,269	\$2,224
1/8 page	\$2,160	\$2,096	\$2,033	\$1,972	\$1,932	\$1,894	\$1,856

COLOR	AD	SPREAD
2 color-std	\$800	\$1,450
2 color-PMS	\$950	\$1,800
3 or 4 process	\$1,665	\$2,714
Metallics	\$1,801	\$2,650



¹ EE BPA Statement
June 2011

COVERS & SPECIAL POSITIONS

Inside Front Cover: add 20% to the size/frequency discount
Inside Back Cover: add 15% to the size/frequency discount
Back Cover: add 25% to the size/frequency discount
Guaranteed Positions: add 10%

CLOSING DATES

- Closing the 1st of the month prior to publication, materials due one week later.
- Cancellations are not accepted after the closing date.
- The Publisher reserves the right to select position.

Guaranteed positions are non-cancellable. Preferred positions may be requested, non-guaranteed and subject to production limitations. Inserts are accepted as supplied or as Publisher-printed. Contact your EE Account Executive for more details.

MATERIALS

Web offset, saddlewire bound. Plate: 8" w x 11" h (full bleed). Trim: 7³/₄" x 10³/₄" high. Live: keep essential elements 3/8" inside trim edges. (Bleed sizes shown include 1/8" margin on all edges). PC or MAC files. Native files mailed on CD with laser proof for color, or PDF file uploaded to <http://www.nelsonpub.com/fileupload> with email to: eetraffic@nelsonpub.com notifying us of the upload.

PDF setting: [PDF/X-1a:2001]. Flatten first, fonts embedded, include crop marks. Images at 300 dpi, CMYK only. No jpeg files. Production questions: 941-966-9521x145.



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