

RATE CARD

➤ **KMWorld 2013 Rate Card #10**

Prices are quoted as black & white rates. For four-color process, add \$1,495 per page.

SIZE	ACTUAL TRIM	DIMENSIONS	BLEED*	1x	3x	6x	10x
Full Tabloid	9½"wx11¼"d	8½"wx10¾"d	10"wx12¼"d	\$10,225	\$9,555	\$9,030	\$8,530
Full Tab Spread	19"wx11¼"	18"wx10¾"	19½"wx12¼"	20,450	19,100	18,060	17,060
Jr. Tabloid	n/a	6¾"wx8¼"	7½"wx9¼"	8,170	7,710	7,330	6,825
Jr. Tab Spread	n/a	13¾"wx8¼"	13¾"wx9¼"	16,340	15,420	14,660	13,650
1/2 Tab. Horizontal	n/a	8½"wx5¾"	10"wx5¾"	7,830	7,400	7,030	6,535
1/2 Tab Vertical	n/a	4¾"wx10¾"	4¾"wx12¼"	7,830	7,400	7,030	6,535
1/3 Tab Horizontal	n/a	6¾"wx4¾"	7½"wx4¾"	7,000	6,660	6,335	5,875
1/3 Tab Vertical	n/a	4¾"wx6¾"	4¾"wx7¼"	7,000	6,660	6,335	5,875
1/4 Tab Outside Column	n/a	2"wx10¾"	2¾"wx12¼"	5,280	5,080	4,825	4,400
1/4 Tab Vertical	n/a	4¾"wx5¼"	4¾"wx6"	5,280	5,080	4,825	4,400

➤ ***Bleeds**

Bleeds are available at 15% additional charge. (See chart at left for bleed sizes)

➤ **CANCELLATIONS**

In writing 30 business days prior to material deadlines **Cover and premium positions are noncancelable.**

➤ **Additional for Covers**

- 2nd cover \$1,500
- 3rd cover \$1,200
- 4th cover \$1,800

➤ **Color Ads (per page)**

- \$1,495 per 4-color ad
- \$995 per 2-color ad

➤ **CLOSING DATES**

CLOSING DATES	SPACE RESERVATIONS	AD MATERIALS DUE
January	11/9/12	12/3/12
February	12/12/12	1/3/13
March	1/15/13	2/4/13
April	2/11/13	3/4/13
May	3/14/13	4/3/13
June	4/15/13	5/3/13
July/August	5/24/13	6/14/13
September	7/15/13	8/2/13
October	8/13/13	9/3/13
November/December	9/13/13	10/3/13

➤ **Special Positions**

A 20% premium will be charged for a specified page or position on the page. Covers and premium positions are noncancelable.

➤ **Specifications**

Publication trim size is 9½"wx11¼"d. Editorial pages are 4 columns wide.

➤ **Advertising Regulations**

- A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- Advertisers using 3-, 6- or 10-time rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
- All advertising is subject to the publisher's approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.
- Unless advertiser requests otherwise, materials will not be returned, and later retrieval cannot be guaranteed.

➤ **Contact Information**

West/Mountain Region

David Panara
Advertising Sales Manager
Information Today, Inc.
143 Old Mariton Pike
Medford, NJ 08055
(609) 654-6266, ext. 146
(609) 714-2159 fax
dpanara@infotoday.com

East/Midwest Region

Kathy Rogals
Account Executive
KMWorld Specialty Publishing Group
8290 Springlake Drive
Boca Raton, FL 33496
(561) 483-5190
(208) 460-2057 fax
kathy_rogals@kmworld.com