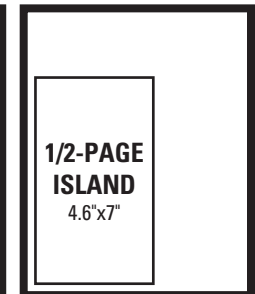
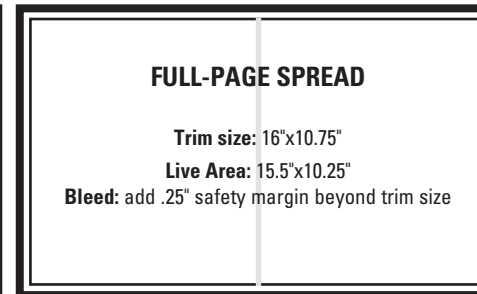
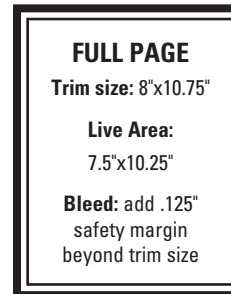


DISPLAY AND CLASSIFIED ADVERTISING

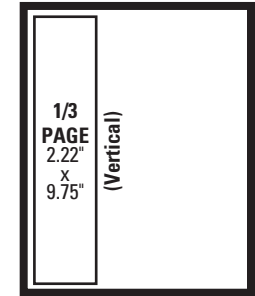
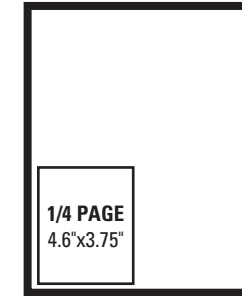
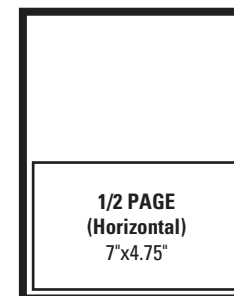
➤ 2016 Advertising Opportunities

ISSUE	RESERVATION	AD MATERIALS DUE
JANUARY	11/16/15	12/7/15
FEBRUARY	12/17/15	1/8/16
MARCH	1/20/16	2/4/16
APRIL	2/19/16	3/7/16
MAY	3/21/16	4/7/16
JUNE	4/18/16	5/9/16
JULY/AUGUST	5/16/16	6/6/16
SEPTEMBER	7/21/16	8/8/16
OCTOBER	8/19/16	9/7/16
NOVEMBER/ DECEMBER	9/20/16	10/7/16



➤ 2016 Advertising Rates

AD SIZE	1X	3X	6X	10X
FULL PAGE	\$8,995	\$8,545	\$8,110	\$7,700
1/2-PAGE ISLAND	\$6,930	\$6,500	\$6,130	\$5,635
1/2 PAGE	\$6,930	\$6,500	\$6,130	\$5,635
1/3 PAGE	\$6,000	\$5,660	\$5,335	\$4,875
1/4 PAGE	\$4,280	\$4,080	\$3,825	\$3,400
FULL PAGE SPREAD	\$17,495	\$16,595	\$15,740	\$14,925



- **Black-and-White advertisements:** 25% discount from gross rate
- **Back Cover & Inside Front Cover:** Add 20%.
- **Center Spread, Inside Back Cover, and other guaranteed positions:** Add 10%.

Payment Terms

Terms are net 30 days from date of invoice. 1.5% interest per month will be incurred on any unpaid balance past 30 days. Invoice date is always the first day of the month of the issue date.

Commissions

All recognized advertising agencies can earn a 15% commission on space and position. Commissions are earned by reserving space and submitting artwork on or before respective due dates. All commissions are forfeited on unpaid invoices more than 45 days past due.

➤ 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