

Frequency, Rates & Specifications

PREMIUM INCENTIVE PRODUCTS first issue will debut in January and will be followed by five additional issues in 2008. Publication frequency will increase as industry ad support builds.

Advertisers in our January 2008 Inaugural Issue qualify for our Inaugural Issue Bonus Rate Plan. You'll save 50 percent on your sixth ad when you schedule ads in all six 2008 issues.

LOW, COST-EFFICIENT RATES

Our rates allow advertisers in this market to conduct a campaign, rather than running ads. Advertising frequency produces results: two ads produce more than twice that of a single ad; three ads produce more than three times that of a single ad; and the fourth ad produces even more results.

Our cost-efficient rate structure allows you to run an advertising campaign for less than the cost of an ad or two in some competing magazines.

4-COLOR

AD SIZE	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME
Tabloid	11,695	11,095	10,495	9,895	9,295
2/3 Tabloid	9,695	9,185	8,675	8,165	7,655
1/2 Tabloid	7,895	7,495	7,095	6,695	6,295
1/3 Tabloid	6,295	5,935	5,575	5,215	4,855
Junior	8,295	7,845	7,395	6,945	6,495
2/3 Junior	6,295	5,960	5,625	5,290	4,955
1/2 Junior	5,195	4,925	4,655	4,385	4,115
1/3 Junior	3,895	3,705	3,515	3,325	3,135
1/4 Junior	3,295	3,145	2,995	2,845	2,695
Tabloid Spread	22,290	21,090	19,890	18,690	17,490
Junior Spread	15,490	14,590	13,690	12,790	11,890

COLOR RATE EXCEPTIONS

Black & White Ads - Deduct \$1,100 per ad

Standard 2-Color Ads - Deduct \$600

Matched Color Ads - Deduct \$300

COVERS & SPECIAL POSITIONS: Covers and special positions are available on a non-cancelable basis at an extra charge of 10% on space and color.

INSERTS AND GATEFOLDS: Contact publisher for rates and information.

GENERAL RATE POLICY: All advertising subject to Publisher's approval. If more or less insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates.

AGENCY COMMISSION: 15% to recognized agencies on space and color charges if paid within 30 days from invoice.

PAYMENT TERMS: Net 30 days. Late payments may be subject to 1% interest per month, loss of agency commission and collection fees. *Cancellations not accepted after published deadline.*

PRINT SPECIFICATIONS:

PROGRAMS FORMATS: QuarkXPress 6.1, Acrobat Professional, Photoshop CS3, Illustrator CS3, InDesign CS and PageMaker 7.0. Please supply JPEG, EPS, TIFF or PDF files in either Mac (preferably) or PC platforms. All ad artwork and/or editorial images should be high-resolution, 300 dpi files and should be converted from RGB to CMYK prior to sending to ensure correct print colors. **TO ENSURE TRUE AND CORRECT COLOR WHEN PRINTING, PLEASE SUPPLY A COLOR PROOF OR PDF WITH YOUR AD MATERIAL.** Please check with the publisher for complete specifications and production charges.

PLEASE MAIL AD MATERIALS TO:

Premium Incentive Products, 800 E. Northwest Hwy., Suite 111, Palatine, IL 60074 *PHONE:* 847-705-6867

MECHANICAL REQUIREMENTS

AD SIZE		WIDTH	DEPTH
Tabloid Spread	(Bleed)	22-1/4"	15-1/4"
	(Trim Size)	21-3/4"	15"
	(Live Area)	20-3/4"	14-1/4"
Tabloid	(Bleed)	11-1/8"	15-1/4"
	(Trim Size)	10-7/8"	15"
	(Live Area)	10"	14-1/4"
2/3 Tabloid	(Vertical)	7"	14-1/4"
	(Horizontal)	10"	10"
1/2 Tabloid	(Vertical)	5-1/4"	14-1/4"
	(Horizontal)	10"	7-1/2"
1/3 Tabloid	(Vertical)	3-3/8"	14-1/4"
	(Horizontal)	10"	4-7/8"
Junior Spread	(Bleed)	15-1/2"	11"
	(Trim Size)	15-1/2"	10-3/4"
	(Live Area)	15-1/2"	10"
Junior	(Bleed)	7-3/4"	11"
	(Trim Size)	7-1/2"	10-3/4"
	(Live Area)	7"	10"
2/3 Junior	(Vertical)	4-1/2"	10"
1/2 Junior	(Island)	4-1/2"	7-1/2"
	(Vertical)	3-3/8"	10"
	(Horizontal)	7"	4-7/8"
1/3 Junior	(Vertical)	2-1/8"	10"
	(Horizontal)	4-1/2"	4-7/8"
1/4 Junior	(Vertical)	3-3/8"	4-7/8"