

## DISPLAY RATES - BLACK & WHITE

FREQUENCY	1x	4x	6x	12x	18x	24x
Full Page	\$10,490	\$10,130	\$9,925	\$9,720	\$9,515	\$9,090
2/3 Page	\$7,860	\$7,585	\$7,440	\$7,285	\$7,125	\$6,815
Island Half	\$7,330	\$7,080	\$6,740	\$6,690	\$6,650	\$6,360
1/2 Page	\$5,990	\$5,790	\$5,670	\$5,550	\$5,435	\$5,190
1/3 Page	\$4,210	\$4,065	\$3,980	\$3,900	\$3,815	\$3,650
1/4 Page	\$3,090	\$2,990	\$2,930	\$2,875	\$2,800	\$2,690
Data File	\$1,410					

## DISPLAY RATES - COLOR

	PER PAGE	PER SPREAD
Standard or Process Color	\$1,390	\$2,200
Matched Color	\$2,745	\$4,390
3&4 Color Process	\$2,745	\$4,390
5 Color	\$4,760	\$7,600
Bleed	No Charge	No Charge

Standard second colors ABP/MPA/AAA recommends red, green, process yellow, cyan, and magenta. All other colors will be considered matched colors.

## SPECIAL POSITION PREMIUM RATES

Inside Front Cover	\$15,280
Inside Back Cover	\$14,310
Back Cover	\$16,405

These rates include 4/c process charges. No bleed charge.  
 EDITORIAL SPECIAL POSITION -10% Premium (includes on page with or facing editorial matter).  
 SPECIFIED POSITION -10% Premium (includes specified page number, right-hand page, specified section of the magazine, specified editorial matter, front of book, outside column, etc).

## SUPPLIED INSERT RATES (SPACE ONLY)

FREQUENCY	1x	6x	12x
2 Per Page	\$5,605	\$5,305	\$5,190
Total	\$11,210	\$10,610	\$10,380
4 Per Page	\$5,200	\$4,920	\$4,810
Total	\$20,800	\$19,675	\$19,240
6 Per Page	\$4,610	\$4,360	\$4,265
Total	\$27,675	\$26,145	\$25,585
8 Per Page	\$4,005	\$3,785	\$3,640
Total	\$32,030	\$30,285	\$29,120
12 Per Page	\$3,395	\$3,220	\$3,150
Total	\$40,750	\$38,625	\$37,815

## PRODUCT LOCATOR B&W RATES

Full Page (B&W)	\$3,440
2/3 Page (B&W)	\$3,050
1/2 Page Island (B&W)	\$2,950
1/2 Page (B&W)	\$2,745
1/3 Page (B&W)	\$2,465
1/4 Page (B&W)	\$2,340

## LITERATURE, DISK, CD ROM & INTERNET EXPRESS RATES

1 to 3 Units	\$2,160
4 to 7 Units	\$2,100
8 to 11 Units	\$2,045

## POSTCARD RATES

1x \$2,995	2-4x \$2,950 each	5+x \$2,680 each
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## PRODUCT LOCATOR COLOR RATES

Std. or Process Color	\$1,320
Matched Color	\$1,840
3&4 Color Process	\$1,840
5 Color	\$2,970

One-time rate for Product Locator counts toward frequency in regular issues.

Put MACHINE DESIGN to work for you:  
 Contact your Regional sales representative or get in touch with  
 Laurel Hirkala at 216.931.9602 or via e-mail at [laurel.hirkala@penton.com](mailto:laurel.hirkala@penton.com)