

RATE CARD AND SPECS 2017

Internet@Schools Rate Card #23

Prices are quoted as four-color rates.

SIZE	DIMENSIONS	1x	3x	5x
Full-Page Spread	15 1/2" w x 10" d	\$5,550	\$5,100	\$4,900
Full Page	7" x 10"	\$2,775	\$2,550	\$2,450
1/2-Page Horizontal	7" x 4 1/2"	\$2,050	\$1,880	\$1,800
1/2-Page Vertical	4 1/2" x 7"	\$2,050	\$1,880	\$1,800

Bleeds* – add 1/4 inch to trim size all around for bleed

*Bleeds are available for Full-Page, Full-Page Spread, and 1/2-Page Spread sizes only (15% extra charge for bleeds)

	FULL-PAGE	FULL-PAGE SPREAD	1/2-PAGE SPREAD
Bleed size	8 3/4" w x 11 3/8" d	17" w x 11 3/8" d	17" w x 5 5/8" d
Trim Size	8 1/4" x 10 7/8"	16 1/2" x 10 7/8"	16 1/2" x 5 1/2"
Live Copy Area	7 1/2" x 10 1/4"	16" x 10 3/8"	16" x 5 1/8"

Advertising Regulations

- > A 15% commission is paid to recognized agencies.
- > Advertisers using multi-buy 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 return of materials, they will not be returned, and later retrieval cannot be guaranteed.

Cancellations

Cancellations must be made in writing 30 business days prior to material deadlines.

Cover and premium positions are noncancelable.

Additional for Covers

- > 2nd cover \$495
- > 3rd cover \$445
- > 4th cover \$545

Special Positions

A 20% premium will be charged for a specified page or position on the page.

Color Ads (per page)

- > \$1,195 for 4-color process

Specifications

Publication size is 8 1/4" w x 10 7/8" d. Editorial pages are 3 columns wide. The magazine is printed by web offset, perfect bound.

For more information please contact:

David Panara

Advertising Sales Director
(609) 654-6266 ext. 146
(609) 257-0112 fax
dpanara@infotoday.com

CLOSING DATES:

	SPACE RESERVATIONS	AD MATERIALS DUE
January/February	11/29/16	12/8/16
March/April	1/31/17	2/9/17
May/June	3/30/17	4/10/17
September/October	8/1/17	8/10/17
November/December	9/29/17	10/10/17