

► RATES

Effective January 2009 (all display rates gross, shown in USD).

2009 b/w Display Rates (frequency determined by the number of insertions within 12 months from the date of the first insertion)								
	1x	3x	6x	9x	12x	18x	24x	36x
full page	\$6300	\$5800	\$5075	\$4550	\$4075	\$3825	\$3600	\$3475
2/3 page	5800	5125	4400	3875	3575	3450	3325	3225
1/2 island	4600	4050	3525	3175	2875	2750	2675	2575
1/2 v or h	3675	3175	2750	2500	2300	2100	1975	1900
1/3 s, v, h	3325	2950	2600	2300	2000	1950	1900	1850
1/4 page	2475	2125	1925	1675	1600	1500	1375	1325

2009 Cover Rates (rates include the use of 4-color)								
2nd cover		\$8950	\$8475	\$7725	\$7225	\$6825	\$6450	\$6175
3rd cover		8575	8150	7525	6975	6475	6250	5850
4th cover		9150	8575	8100	7575	7100	6825	6450

2009 Color Rates (cost per color, per ad, in addition to space rate)	
2-color standard	\$925
PMS matched	1075
Metallic	1700
4C process - single unit or jr spread	2075
4C process - spread	3250

2009 Special Products Display Rates	
Belly Band	\$7800
Cover Tile ad - 4C (1-1/2" x 1-1/2") <i>(with display ad in same issue, rate does not include display ad space)</i>	3000
<i>(without display ad)</i>	6000
Ceramitec sponsorship	7000

2009 Classified Rates (print)							
	2-1/8" x 1"	2-1/8" x 2"	2-1/8" x 3"	2-1/8" x 4"	2-1/8" x 5"	2-1/8" x 6"	2-1/8" x 7"
1x	\$155	\$275	\$395	\$515	\$655	\$770	\$890
3x	\$150	\$265	\$380	\$495	\$625	\$740	\$855
add color:	\$55	\$55	\$55	\$55	\$100	\$100	\$100

6x, 9x, 12x rates available.

Rates are based on column inches per insertion, billed monthly. For web-only classifieds, including link, use above rates. For ads over 7.5 column inches (1/4 pg), display rates apply. Display-size classified color rates: 1/4-page, add \$175; 1/2-page, add \$275; full-page, add \$500.

2009 CI Cybernews Classified Rates		
	Weekly	Monthly
Classified tile (125 x 125 pixels)	\$75	\$250
Classified banner (468 x 60 pixels)	\$150	\$500

Classified advertising is non-commissionable and does not count toward display ad frequency. CI does not guarantee specific placement of classified ads. Prepayment required with new orders.

2009 Buyers' Connection Display Advertising Rates (available in Feb, May, June, Aug, Sept, Oct, Dec)			
size: 2-5/16" x 3"	1x	3x	6x
CI display advertisers	\$625	\$575	\$500
others	725	675	600

2009 Services Marketplace Rates			
	Size	B/W Rate	4-Color
One Unit	3-3/8" x 1-3/4"	\$925	\$1300
Two Unit	3-3/8" x 3-1/2"	1650	2400

Rates include online posting with hotlink (12 mo.)

Maximum four units, vertical. Rates are non-commissionable, shown net USD. CI determines suitability and placement of all ads for Services Marketplace. Ads must advertise a service or agency to qualify.

Prepayment is required for new advertisers. Classified and Services Marketplace rates are shown NET, non commissionable, USD. Buyers' Connection rates are shown gross, commission allowed, USD.

2009 PPP Sourcebook Display Advertising Rates	
	Base Rate
Full page	\$1450
1/2 page v/h/i	\$1050
1/3 page s/v	\$725
1/4 page	\$550
4 color	additional 825
add'l color	additional 300

2009 BCR Display Advertising Rates				
	1x	2x	3x	4x
full page	\$3925	\$3750	\$3450	\$3250
1/2 island	\$2875	2725	2500	2350
1/2 page v/h	\$2300	2175	2000	1900
1/3 page	\$1750	1650	1525	1350
1/4 page	\$1375	1300	1250	1200
4 color	add'l	1100		
2 color	add'l	550		

2009 RM Display Advertising Rates				
	1x	2x	3x	4x
full page	\$3925	\$3750	\$3450	\$3250
1/2 island	\$2875	2725	2500	2350
1/2 page v/h	\$2300	2175	2000	1900
1/3 page	\$1750	1650	1525	1350
1/4 page	\$1375	1300	1250	1200
4 color	add'l	1100		
2 color	add'l	550		

2009 CCD Display Rates	
Full page	\$3,750
2/3 page	\$2,750
1/3 page square	\$2,200
4 color	add'l \$1,100
add'l color	add'l \$1,550

Rates in USD. Commissionable. CCD is digest sized. See page 19 for specifications.

C/ Electronic Products Rates			
C/ Website		PPP Blogsite	
C/ Website banner ad (qtr)	\$1800	PPP Blog Sponsorship (mo)	1000
C/ Website tile ad (qtr)	1500	PPP Blog Tile Ad (mo)	200
C/ Website tile ad (year)	4000	PPP Blog Tile Ad (qtr)	600
C/ Website feature article box-style ad (month)	300	C/ Cybernews	
C/ Website skyscraper (qtr)	3000	C/ CyberNews FocusOn (week)	350
C/ Website Editor's blog sponsorship (month)	1500	C/ CyberNews Quarterly FocusOn special issues (per entry)	350
C/ Website Breaking News sponsorship (month)	250	C/ CyberNews banner - top (week) 4x	1600
C/ Website Rotator Frame Ad (week)	250	C/ CyberNews banner - top (week) 8x	2800
C/ Website Video Broadcast (month)	400	C/ CyberNews banner - top (week) 12x	3600
C/ eCards (per card or insertion) 1x	1000	C/ CyberNews banner - below the fold (week) 4x	1200
C/ eCards (per card or insertion) 3x	800	C/ CyberNews banner - below the fold (week) 8x	2000
		C/ CyberNews banner - below the fold (week) 12x	2400
		C/ CyberNews sponsorship (as avail) (qtr)	2200
		C/ Online Solutions Web Seminars	
		C/ Online Solutions Web Seminar (non advertiser)	4900
		C/ Online Solutions Web Seminar (advertiser)	3500