

2010 AD RATES & POLICIES

Effective With The January 2010 Issue

BLACK & WHITE

SIZE	FREQUENCY					
	1X	3X	6X	12X	18X	24X
Full Page	9270	8950	8080	7595	7145	6900
2/3 Page	6935	6770	6190	5715	5375	5150
1/2 Page Island	6295	6075	5550	5295	4880	4765
1/2 Page	5510	5300	4765	4495	4165	3820
1/3 Page	3895	3740	3480	3115	2940	2855
1/4 Page	3080	2995	2715	2500	2385	2280

FOUR COLOR

SIZE	FREQUENCY					
	1X	3X	6X	12X	18X	24X
Spread	20285	19630	17915	16920	16045	16480
Full Page	11390	11070	10200	9717	9265	9020
Fractional Ads	Earned black & white rate plus \$2000					

Other Color & Premium Charges

Matched (PMS) Color 1490

Standard (AAA) Color 790

No premium for bleeds.

Cover Premiums

(Over earned 12X 4/C rate; cover positions are noncancelable.)

Inside Front Cover 15%

Inside Back Cover 10%

Back Cover 25%

Furnished Insert Discounts & Business Reply Cards

Inserts must be furnished complete by advertiser. Discounts apply to black & white rates for the same number of pages. Back-up charges may be applied. Space charges for business reply cards are size proportional to full-page black & white rate at earned frequency times two. Printing and/or production for BRCs extra. All bound-in inserts and BRCs require binding stub, tipping-in or magna-stripping. Consult publisher for charges.

No. of Insert Pages (Each face)	2	4	8	12	16	24
Discount	15%	25%	35%	40%	50%	60%

Agency Commission & Terms

Fifteen percent (15%) of gross billing on space, position premiums and color charges only to recognized agencies. Commission rescinded if payment not received within 30 days of date of invoice. Terms: Net 30 days. Interest penalty of 2%, compounded monthly, will be added to balances due

after 30 days. No cash discount. The publisher holds both advertiser and its agency jointly liable for balances due.

General Rate Policies

Cancellations and changes cannot be accepted after closing date. Publisher reserves the right to change rates with 90 days notice, though rates for advertisers with existing contracts will be honored for duration of contract. Rates are based on number of insertions during 12-month period. Advertisers will be short-rated if within 12-month period they do not place the number of insertions upon which the rate has been based. Advertisers will receive rebates or credit toward further insertions if during 12-month period they exceed number of insertions upon which the rate has been based. Written or faxed insertion orders or contracts are required for each insertion. Publisher is not liable for delays in delivery or nondelivery due to conditions beyond publisher's control.

Advertising Acceptability

Publisher reserves the right to refuse advertising material deemed unacceptable. Publisher may require that ads with copy and graphics that too closely mimic *FER*'s editorial style prominently carry word "Advertisement."

List Rental

The publisher rents the magazine's circulation list for direct mail and other purposes. All rentals entail a \$300 set-up charge plus a per-name charge depending on use and format. Consult publisher for quotations.