

# 2009 ADVERTISING RATES & SPECIFICATIONS

## DISPLAY ADS SPECIAL RATES FOR FIRST TIME UNITS ADVERTISERS!

**AD SIZES** All measurements are in inches

SIZE	WIDTH		DEPTH
Full page (no bleed)	7 3/4	x	10 3/8
Full page (bleed)	8 1/2	x	11 1/8
	(with live matter within 7 3/4 x 10 3/8)		
1/2 page island	4 3/4	x	7
1/2 page horizontal	7 1/4	x	4 3/4
1/2 page vertical	3 1/2	x	9 1/2
1/3 page island	3 1/2	x	6 1/2
1/3 page horizontal	7 1/4	x	3 1/2
1/3 page vertical	2 1/4	x	9 1/2
1/4 page island	4 3/4	x	2 1/4
1/4 page horizontal	7 1/4	x	2 1/2
1/4 page vertical	3 1/2	x	4 3/4

Spreads, tip-ins and polybagging are available on request.

### AD RATES\* (Gross Rates)

COLOR	1x	3x	6x	SPECIAL 12x
Full page	\$7,990	\$7,600	\$7,220	\$6,505
1/2 page	\$5,410	\$5,135	\$4,870	\$4,400
1/3 page	\$4,240	\$4,030	\$3,830	\$3,450
1/4 page	\$3,930	\$3,820	\$3,590	\$3,270
<b>Premium Placement</b> – 12x commitment (non-cancelable)				
Back Cover				\$7,470
Cover 2, 3				\$7,160
Pages 1, 3, 5, 7, 9, 11, 13 & 15				\$7,090
* 15% charge for other guaranteed positions				
<b>BLACK &amp; WHITE</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
Full page	\$5,940	\$5,640	\$5,370	\$4,830
1/2 page	\$3,350	\$3,180	\$3,030	\$2,730
1/3 page	\$2,185	\$2,080	\$1,980	\$1,780
1/4 page	\$1,960	\$1,865	\$1,770	\$1,600

\*Special rates for 2009 Exhibitors for the pre-show, show and post-show issues: May, June and July.

## CLASSIFIED ADS

**AD SIZES** Dimensions are in inches

WIDTH x DEPTH INCHES	DIMENSIONS	TOTAL COLUMN INCHES
1 column x 1 inch	2 3/8 x 1	1
1 column x 2 inches	2 3/8 x 2	2
1 column x 3 inches	2 3/8 x 3	3
2 columns x 1 inch	4 3/4 x 1	2
2 columns x 2 inches	4 3/4 x 2	4
3 columns x 1 inch	7 1/4 x 1	3

Prices per column inch. For total, multiply the figure below, according to number of insertions, by total column inches from chart above.

### AD RATES (Net Rates)

1x: \$205      6x: \$195      12x: \$155

## SPECIFICATIONS

**PRINTING PROCESS:** Web offset

**BINDING METHOD:** Perfect Binding

**COLOR AVAILABLE:** Four-color process. Spot colors must be converted to CMYK-color builds.

**LINE SCREEN:** 133 lines per inch

**FINISHED TRIM SIZE:** 8 1/4 inches x 10 7/8 inches

**FILE FORMAT:** Digital files are required.

Preferred file format is PDF with all images 300 dpi or higher and all fonts embedded. PDFs must be distilled from PostScript files generated using the Acrobat settings and PostScript Printer Description (PPD) downloaded from the NAA Web site at [www.naahq.org/publications/units](http://www.naahq.org/publications/units). Other acceptable file formats are: Quark (up to version 7.31); Illustrator (up to version CS2); TIF (minimum 300 dpi at 100 percent); Email files that are less than 9MB. Use FTP site or ship files that are greater than 9MB. All required trapping must be included in the file. Graphics for ads must be submitted as final, 300 dpi, CMYK or grayscale, TIF files. All fonts must be included (in Illustrator files, fonts should be converted to outlines). Avoid TrueType fonts. Files should be supplied on a CD, with a printed directory listing all files on disc. To ensure proper color, the files must be accompanied by a color SWOP proof at 100 percent size. If files are submitted via e-mail, a color SWOP proof should be shipped separately.

**NAA and its printer are not responsible for incorrect ads when the advertiser does not submit a SWOP-calibrated color proof.**

For additional information, see [www.naahq.org/publications/units](http://www.naahq.org/publications/units).

**FOUR-COLOR PROOFING:** Four-color proofs must be furnished. Laser and ink jet prints are not accurate methods for color proofing. The advertiser will be charged \$50 for any proofs furnished by the printer. NAA and its printer are not responsible for incorrect colors when an ad is not accompanied by a SWOP-calibrated color proof.

**SHIPPING:** All materials must be shipped in protective packaging with an insertion order and labeled with advertisement name, units publication issue. Send to: units Advertising, NAA, 4300 Wilson Blvd, Suite 400, Arlington, VA 22203

**CANCELLATION POLICY:** Cancellations or rollovers to a future issue must be received in writing 30 days before space closing date without penalty. Cancellations received within 30 days before space closing deadline will be charged 30% of gross space rate. Cancellations received after deadline will be charged payment in full. Changes or corrections must conform to closing and materials deadlines.



Harvey Research Ad-Q Study:

FREE ad research for February, May and September 2009 display advertisers.



Ad-Q Studies