

2004 Advertising Rates

BLACK & WHITE PAGE RATES — Determined by number of insertions used within 12 months from first date of insertion. Gross rates effective January 1, 2004.

Product of the Month
 Cost: \$4,060 net (Cannot be used as part of frequency programs due to pricing).

At the Center of Quality
 Cost: \$6,600 net (Cannot be used as part of frequency programs due to pricing).

	1x	3x	6x	12x	18x	24x
Full-page	\$5915	\$5735	\$5585	\$4745	\$4620	\$4300
2/3-page	4505	4315	4250	3620	3515	3280
1/2-island	3800	3640	3580	3040	2845	2770
1/2-page (h/v)	3375	3240	3200	2720	2640	2470
1/3-page (s/h/v)	2490	2385	2345	1995	1950	1825
1/4-page (h/v)	2010	1945	1880	1625	1575	1470
1/6-page (s/h/v)	1490	1440	1405	1210	1175	1095
1/8-(h)	1155	1100	1085	930	900	850

Color Rates (Additional) Available in all ad sizes.

	Page or less	Spread
Standard Color (4A red, blue, green, yellow, orange)	\$815	\$1465
Matched Color (PMS)	1200	1960
Black & 2 Standard Colors	1645	2405
Metallic Color	1330	2155
4-Color Process	1885	2780

Special Positions (Additional)

	Page or less	Spread
Inside Pages (1,3,5,7, across from columns, center spreads)	\$440	\$700
Consecutive Right-hand (checkerboard, upside down)	\$425	

Cover Positions (Additional)

Back	\$1060
IFC and IBC	\$790

Regional and Split Run

Please contact your *PM* sales representative for pricing and availability.

CORE FOUR FREQUENCY PROGRAM:

Take four ads for the price of three! *PM's* 2004 Core Four discount program allows you to pick the four most important issues of the year. The cost of your four ads are amortized over the program, so it's like getting one FREE ad!

FREQUENT ADVERTISER BONUS (FAB) PROGRAM:

FAB program advertisers agree to run a minimum number of ads in 2004. In exchange, we'll amortize the cost over the entire program at a lesser frequency rate. You'll save thousands of dollars throughout your 2004 campaign.

- Level I: Buy 9/get 12
- Level II: Buy 5/get 7

Classified Advertising (Non-Commissionable)

Regular Classified (per 50-word insertion). Each additional word over 50: \$1.50.

	1x	3x	6x	12x
Display Classified (per column inch — minimum depth 2 column inches)	\$146	\$137	\$128	\$118
Online Classified Only (prices per Web site, per 50 words)	\$173	\$165	\$158	\$151
	\$34	\$30	\$26	\$22

Blind Boxes: \$15 charge. List *PM* Classified Department as recipient of responses. All responses forwarded to the client.

2004 Frequent Advertising Bonus (FAB) Program for display

Classifieds: Buy 9 classified ads at a minimum of 2 inches and we'll give you 3 FREE. For more information, contact Debora Reda, Classified Sales Manager, at 630.694.4389 or RedaD@bnpmedia.com.

For more information on *PM's* ad specifications, visit www.PMmag.com/mediaplanner or contact your sales rep.

Advertising Specifications

BNP has completely converted all publications to a computer-to-plate workflow, and film is no longer accepted. We strongly encourage advertisers to supply digital files instead of film. Please call your production manager if you need assistance creating digital files.

Printing Specifications

Publication Trim Size: 8" x 10 3/4"

Binding: Saddle Stitched (most issues)

Printing: Heat-set, web-fed offset.

Paper: Cover is 80# coated enamel text; body is 45# enamel.

Proofs: Laser proofs of all publication-set advertisements will be furnished for approval provided deadlines are met. Proofs of other material will not be sent unless requested.

Digital Ad Requirements

Platforms: Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions)

Preferred File Formats: Quark, Photoshop and Illustrator files accepted. PDF's are accepted.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used should be CMYK, unless a spot color has been purchased.

Electronic Submission: CD-ROM disks accepted. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad size: Crop marks for full page ads should be at trim size 8" x 10 3/4". Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 3/8" away from trim edges. Fractional ads should match sizes published in media kit.

Agency Commission

A discount of 15% on gross billing is allowed to recognized agencies on space, color and position charges. Invoices are issued on the date the publication mails. Commission is not allowed on mechanical or handling charges, insert trimming or special binding, reprints or non-display classified advertising.

Payment Terms

Invoices are payable in US Funds only, Net 30 days. 1 1/2 % per month service charge thereafter (1/2 % in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Short Rate and Rebates

Advertisers will be short rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based.

Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Contract and Copy Regulations

Whenever an error is made that materially affects the value of the advertisement, a corrected advertisement will be inserted in the next issue on request without additional charge. No reinsertion will be made or allowance given due to slight changes that do not lessen the value of the ad. The same rule applies to minor typographical errors. Claims for refund or adjustment on bills must be made by the 15th of the month. No allowances or rerun given except for the first wrong insertion. The Publisher is not responsible for errors in key numbers or advertiser index. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisement printed and also assume responsibility for any claims arising from the ad made against the Publisher. The Publisher reserves the right to reject an advertisement that does not conform to the publication's standards.

Ship All Materials To:

Attn: Lisa Rahimpour, *PM Magazine*
755 W. Big Beaver, Suite 1000
Troy, MI 48084

Ads can also be sent via FTP (File Transfer Protocol). Contact Lisa for details at 248.244.6432.

After January 1st, 2004, please send all ad materials to: 2401 W. Big Beaver Rd., Suite 700, Troy, MI 48084

Marketing Services

Customized Market Research

BNP's market research department can help you with a variety of studies to learn more about your customers and prospects. Our experienced staff is ready to consult with you, conduct the study, and put the information into a usable and understandable format.

Subscriber List Rental

The industry's most powerful, responsive list of PHCP contractors is just a phone call away. Complement your advertising program, introduce new products, or test markets with *PM's* exclusive subscriber list.

Sales Leads

Every display ad in *PM* contains Service Numbers used by our readers to request information about advertiser products or services. Readers fill out each issue's postage-paid Reader Action Card and advertisers receive sales leads via e-mail twice per month. Advertisers can also request leads from the Reader Action Cards in label format along with a file copy of each response.

Publicity Tools

PM offers the following Publicity Tools to enhance your marketing efforts:

- Custom Reprints and E-prints of your editorial feature or advertisement
- Cover blow-ups or editorial blow-ups for display
- Ad laminates for trade shows or your office

Package discounts are available. Contact your *PM* sales representative for more information.