



# RATES & SPECS

Save up to 24% on **ALL\*** your marketing investments by tallying up PE Points. Earn points for all your pre-scheduled ads, and **save money all year.**

Run a print ad... **GET A POINT!**  
 Run a banner ad... **GET A POINT!**  
 Sponsor an eNewsletter... **GET A POINT!**

Total your points...  
**THIS IS YOUR DISCOUNT!**

Look for the **PE Points** logo throughout this media planner and watch your points – and savings – add up!

All display ads earn 1 PE Point.

DISCOUNT LEVEL		-	5%	8%	12%	15%	18%	24%
AD SIZE (4-C)	DIMENSIONS	1 point	3 points	6 points	9 points	12 points	18 points	24 points
Full Page	7" x 10"	\$7,940	\$7,545	\$7,305	\$6,985	\$6,750	\$6,510	\$6,035
2/3 Page	4 1/2" x 9 3/4"	\$7,110	\$6,755	\$6,540	\$6,255	\$6,045	\$5,830	\$5,405
1/2 Page Island	4 1/2" x 7 1/2"	\$6,945	\$6,600	\$6,390	\$6,110	\$5,905	\$5,695	\$5,280
1/2 Page Vertical or Horizontal	7" x 4 5/8" 3 3/8" x 9 3/4"	\$6,065	\$5,760	\$5,580	\$5,335	\$5,155	\$4,975	\$4,610
1/3 Page Vertical or Horizontal	4 1/2" x 4 5/8" 2 1/8" x 9 3/4"	\$4,940	\$4,695	\$4,545	\$4,345	\$4,200	\$4,050	\$3,755
1/4 Page	3 3/8" x 4 5/8"	\$4,225	\$4,015	\$3,885	\$3,720	\$3,590	\$3,465	\$3,210
1/6 Page	2 1/8" x 4 5/8"	\$3,225	\$3,065	\$2,965	\$2,840	\$2,740	\$2,645	\$2,450
Spread	15" x 10"	\$13,770	\$13,080	\$12,670	\$12,120	\$11,705	\$11,290	\$10,465

\*Rate structure applies only to programs committed in advance.

PE will not rebate rates for month-to-month programs.

PE Points can be earned for webinars and custom eNewsletters, but discount rates are excluded from webinars, custom eNewsletters and other custom publishing projects.

SEND MATERIALS TO: **John Talan**

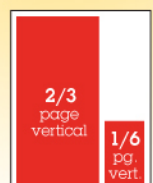
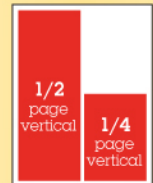
2401 W. Big Beaver, Suite 700 • Troy, MI 48084

P: (248) 244-8253 • F: (248) 244-3929

john@pollutionengineering.com

OR UPLOAD MATERIALS TO PE'S FTP SITE:

<http://upload.bnpmmedia.com>



## Display Ad Specifications

- Mechanical Requirements**
- Publication Trim Size:** 7 7/8" x 10 1/2"  
**Type or Page Size:** 7" x 10"  
**Binding:** Saddle Stitch  
**Printing:** Heat-set, web-fed offset  
**Paper:** 40lb. enamel text; 70lb. enamel cover  
**Screen:** 133 line black-and-white. 150 line screen for color negatives.  
**Bleed Ads:** No extra charge for bleed.
- Spread, full bleed 16 1/4" x 10 3/4"
  - Page bleed 8 1/8" x 10 3/4"
  - 2/3 page bleed 5" x 10 3/4"
  - 1/2 island bleed 5" x 8 1/8"
  - 1/2 vertical bleed 3 7/8" x 10 3/4"
  - 1/2 horizontal bleed 8" x 5 1/8"
  - 1/3 vertical bleed 2 5/8" x 10 3/4"
  - 1/3 square bleed 5" x 5 1/8"
  - 1/4 page bleed 3 7/8" x 5 1/8"
  - 1/6 page bleed 2 5/8" x 5 1/8"
- Keep all live matter 1/4" from all trim edges on bleed pages.

## Digital Ad Requirements

BNP Media is steadily migrating all publications to a computer-to-plate workflow. We strongly encourage advertisers to supply digital files instead of film. Please call your production manager if you need assistance creating digital files or if you need film specifications.

- Platforms:** Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions.) Preferred file formats: InDesign, Quark, Photoshop and Illustrator files accepted. PDF files accepted. Please call your production manager for correct PDF Distiller settings.
- Photos:** 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPG or LZW.
- Electronic Submission:** CD-ROM disks accepted. Email and FTP options should be discussed with the production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts. Postscript Type 1 fonts recommended) must be included.
- Colors:** All colors should be CMYK, unless purchasing a spot color.
- Proofs:** 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 must be at trim size 7 7/8" x 10 1/2". Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be at least 3/8" away from trim edges. Fractional ads should match sizes published in media kit.
- Charges will apply for alterations we make to your files due to errors in ad size, type, color, space or file format. Charges are subject to the hourly rate with a 1/2 hour minimum.

## TERMS AND CONDITIONS

- Agency Commission:** 15% of gross billing allowed to recognized agencies on space, color and position. Bills are issued same day as publication. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints, other mechanical charges and non-display classified advertising.
- Payment Terms:** Invoices are payable in U.S. 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.
- Copy and Contract:** Advertiser and agency assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher. Acceptance of advertising copy and art is subject to Publisher's approval.
- Short Rates and Rebates:** Advertisers will be short-rated if, within 12 months from the date of first insertion, they do not use the amount of space upon which their billings have been based. Advertiser will be rebated if, within 12 months from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.
- Advertising space orders must arrive no later than the first day of month preceding date of issue. When proof must be submitted for approval, or when ad requires typesetting or preparation by Publisher, copy must be in hands of Publisher one week prior to the closing date. No cancellations or changes in order will be accepted after closing date.