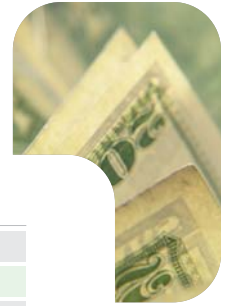


RATE CARD



MultiMedia & Internet@Schools 2010 Rate Card #17

SIZE	DIMENSIONS	1x	3x	6x
Full-Page Spread	15 ¹ / ₂ "w x 10"d	\$5,290	\$4,870	\$4,670
Full Page	7" x 10"	2,645	2,435	2,335
2/3-Page Horizontal	7" x 6 ¹ / ₈ "	2,235	2,060	1,970
2/3-Page Vertical	4 ¹ / ₂ " x 9 ¹ / ₄ "	2,235	2,060	1,970
1/2-Page Spread	15 ¹ / ₂ " x 4 ¹ / ₂ "	3,890	3,600	3,430
1/2-Page Horizontal	7" x 4 ¹ / ₂ "	1,945	1,800	1,715
1/2-Page Vertical	4 ¹ / ₂ " x 7"	1,945	1,800	1,715
1/3-Page Square	4 ¹ / ₂ " x 4 ¹ / ₂ "	1,775	1,640	1,590
1/3-Page Vertical	2 ¹ / ₈ " x 9 ¹ / ₄ "	1,775	1,640	1,590
1/6-Page Vertical	2 ¹ / ₈ " x 4 ¹ / ₂ "	1,515	1,395	1,355

Bleeds

Bleeds are available for Full Page, Full-Page Spread, and Half-Page Spread sizes only (15% extra charge for bleeds)

	FULL PAGE	FULL-PAGE SPREAD	HALF-PAGE SPREAD
Bleed size	8 ³ / ₄ "w x 11 ³ / ₈ "d	17"w x 11 ³ / ₈ "d	17"w x 5 ⁵ / ₈ "d
Trim Size	8 ¹ / ₄ " x 10 ⁷ / ₈ "	16 ¹ / ₂ " x 10 ⁷ / ₈ "	16 ¹ / ₂ " x 5 ¹ / ₂ "
Live Copy	7 ¹ / ₂ " x 10 ¹ / ₄ "	16" x 10 ³ / ₈ "	16" x 5 ¹ / ₈ "

Additional for Covers

2nd cover \$495 • 3rd cover \$445 • 4th cover \$545

Special Positions

A 20% premium will be charged for a specified page or position on the page.

Color Ads (per page)

- › \$895 per color for standard & matched PMS colors
- › \$1,195 for 4-color process

Specifications

Trim size is 8¹/₄"w x 10⁷/₈"d. Editorial pages are 3 columns wide. The magazine is printed by web offset, perfect bound.

Advertising Regulations

- › A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- › Advertisers using 3- or 6-time rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
- › All advertising is subject to the publisher's approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.
- › Unless advertiser requests return of materials, they will not be returned, and later retrieval cannot be guaranteed.

Cancellations:

In writing 30 business days prior to material deadlines

Cover and premium positions are noncancelable.

CONTACT INFORMATION:

David Panara

Advertising Sales Manager

Information Today, Inc.

143 Old Marlton Pike, Medford, NJ 08055

(609) 654-6266 ext. 146

(609) 714-2159 fax

dpanara@infotoday.com

CLOSING DATES:

	SPACE RESERVATIONS	AD MATERIALS DUE
January/February	11/13/09	12/01/09
March/April	1/15/10	1/29/10
May/June	3/18/10	4/01/10
July/August	5/17/10	6/01/10
September/October	7/16/10	7/30/10
November/December	9/17/10	10/01/10