

Networking[®] magazine

*Who's Who, What's What
for Enterprising Executives
Since 1991*

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2015 Advertising Rates*

Price per Insertion	1 time	3 times	6 times	12 times	24 times***
Full Page	\$3,900	\$3,770	\$3,372	\$2,570	\$2,125
Junior Page**	3,333	3,058	2,926	2,794	1,859
Half Page	2,926	2,794	2,662	2,530	1,452
Third Page	2,530	2,398	2,134	1,859	1,089
Quarter Page	1,859	1,727	1,595	1,463	847
Sixth Page	1,463	1,199	1,067	935	671
Eighth Page	1,067	935	803	671	528
Twelfth Page	935	803	671	528	396

Closing Dates

All ads are due on the 15th of the month for the following month's issue.

"Marketplace" Section Advertisements:

Single size (3" w x 1 3/4" h) - \$400 for six consecutive months; paid in advance

Double size (3" w x 3 5/8" h) - \$700 for six consecutive months; paid in advance

Four-color Cover on 80 lb. coated cover stock

Please supply .pdf with embedded Postscript fonts and color proof.

Inside Front	\$5,390	\$4,950	\$4,510	\$4,070	\$3,850
Inside Back	5,060	4,510	4,070	3,850	3,630
Outside Back	5,720	5,390	4,950	4,730	4,400

Four-color and spot color are also available on 50 lb. offset inside paper stock at black and white page rate plus additional cost listed below. Please supply .pdf

Four Color:	\$400
Spot Color:	\$300
Production/Art	\$50/hr.
In-House Ad Makeup:	\$150/hr.
Halftones:	\$50
Guaranteed Position:	25% Additional

Trim Size:	10 3/4" x 14 1/2"
Live Area:	9 1/2" x 13 1/4" (deduct 5/8" margin)
Bleed:	11 1/4" x 15" (add at least 1/4" to all sides)

The Mechanics

Magazine Trim Size 10 3/4" x 14 1/2"

Ad Sizes: **Width x Height:**

Full Page 9 1/2" x 13 1/4"

Junior Page** 7 1/2" x 10"

Half Page (Horiz) 9 1/2" x 6 1/2"

Half Page (Vert) 4 3/4" x 13 1/4"

Third Page (Horiz) 9 1/2" x 4 1/2"

Quarter Page (Vert) 4 5/8" x 6 1/2"

Sixth Page (Horiz) 4 5/8" x 4 3/8"

Eighth Page (Horiz) 4 5/8" x 3 1/4"

Twelfth Page (Horiz) 4 5/8" x 2"

Twelfth Page (Vert) 2 1/4" x 4 1/2"

Marketplace Single (Horiz) 3" x 1 3/4"

Marketplace Double (Vert) 3" x 3 5/8"

Requirements:

- Insertion order with ad size, issue date, billing information
- .pdf's with fonts embedded. There will be a 20% dot gain. Any photographs or grayscale art will darken. If possible, please submit the pictures or grayscale art found in your .pdf as a .tif, .eps or .jpeg
- Postscript fonts ONLY (**no true type Windows fonts**)
- Images in .tif, .eps or .jpeg format at 300 dpi resolution, greyscale or CMYK (**no RGB images**)
- Hard copy laser or color proof of ad, 85 line screen
- 1/4" bleed on FULL page ads only
- When ordering advertisements, please enclose or fax insertion orders detailing the publication month(s) in which the ad(s) will appear.

Publication Services

In-house Ad Service

To have an advertisement created by
Networking[®] magazine, please call 631-288-1586

* Rates are gross; commissionable to recognized agencies

** Junior page ads are the only ad on the page

*** Ask about reduced non-profit rates