

DISPLAY AND CLASSIFIED ADVERTISING

2012 Advertising Opportunities

| ISSUE | AD SPACE CLOSING | AD MATERIALS CLOSING | STREET DATE |
|-----------|------------------|----------------------|-------------|
| March | 1/25 | 2/7 | 3/1 |
| June | 4/24 | 5/7 | 5/30 |
| September | 7/25 | 8/7 | 8/29 |
| December | 10/24 | 11/6 | 11/30 |

2012 Advertising Rates

| AD SIZE | 1X | 2X | 4X |
|-----------------|---------|---------|---------|
| Full Page | \$7,020 | \$6,750 | \$6,620 |
| 1/2 Page Island | \$6,480 | \$6,265 | \$6,180 |
| 1/2 Page | \$5,575 | \$5,385 | \$5,295 |
| 1/3 Page | \$4,680 | \$4,525 | \$4,490 |
| 1/4 Page | \$3,980 | \$3,845 | \$3,795 |

- › **Black-and-White advertisements:** 25% discount from gross rate
- › **Back Cover & Inside Front Cover:** Add 20%.
- › **Center Spread, Inside Back Cover and other guaranteed positions:** Add 10%.

Payment Terms

Terms are net 30 days from date of invoice. 1.5% interest per month will be incurred on any unpaid balance past 30 days. Invoice date is always the first day of the month of the issue date.

Commissions

All recognized advertising agencies can earn a 15% commission on space and position. Commissions are earned by reserving space and submitting artwork on or before respective due dates. All commissions are forfeited on unpaid invoices more than 45 days past due.

ADVERTISING CONTACTS

› Thomas J. Wilson

Tel: (908) 795-3701
Email: tom@dbta.com

› Stephen Faig

Tel: (908) 795-3702
Email: stephen@dbta.com

FULL PAGE

Trim size: 8"x10.75"
Live Area: 7.5"x10.25"
Bleed: add .125" safety margin beyond trim size

FULL-PAGE SPREAD

Trim size: 16"x10.75"
Live Area: 15.5"x10.25"
Bleed: add .25" safety margin beyond trim size

1/2-PAGE ISLAND
4.6"x7"

1/2 PAGE (Horizontal)
7"x4.75"

1/4 PAGE
4.6"x3.75"

CLASSIFIEDS

1/5 PAGE
7"x1.375"

CLASSIFIEDS

1/10 PAGE
3.375"x1.375"

AD PRODUCTION REQUIREMENTS

➤ File Format and Submission Instructions

www.infotoday.com/advert/CTPAdSpecs.pdf

➤ Press Quality PDF files are preferred.

- Fonts must be embedded
- Set black to overprint
- Convert PMS to CMYK
- Images must be in CMYK
- 300-dpi images only
- Flattened transparencies
- Bleeds and crops included

➤ We can also accept Macintosh format **Photoshop TIFF** and/or **Illustrator EPS** files (CS4 or earlier only).

- **Photoshop TIFF files** for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions and bleeds according to pub specs
- **Illustrator EPS files** (CS4 or earlier only) for Macintosh—CMYK color, 300 dpi images, fonts converted to outlines, page dimensions and bleeds according to pub specs

➤ Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300-dpi resolution.

- When renaming files, make sure to keep the proper file extension (i.e., .eps, .pdf, .tif)
- For proper sizing of your ad, please refer to the publication's rate card.
- Add 1/4" on all sides for bleed.

File Submission Instructions:

➤ To upload files via the web:

- Using your web browser log on to <http://files.infotoday.com>
- username: advert (case-sensitive)
- password: advert1 (case-sensitive)

- Please indicate advertiser, publication, and issue in which ad will be placed in the description field.

➤ Submission on Disc:

- Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.
- Mark disc with title of ad, name of agency, publication/issue in which ad will be placed.

➤ Email:

- Ads sent via email must not exceed 10MB gross file size.
- Email files to adsubmit@infotoday.com.

- Once the file is uploaded, or the disc has been mailed, please email to adsubmit@infotoday.com the name of the document you submitted, name of the advertiser, and the issue/publication in which you are placing your ad.

- **A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad.** Four-color ads must include an accurate color proof. This can be provided as a PDF proof, image, or hard copy. A clear fax proof for B/W ads is acceptable. Fax copies to Ad Traffic Coordinator at **(609) 654-4309**.



➤ Send ad materials, correspondence, and proofs to:

Leslie Pinho
Advertising Coordinator
Database Trends and Applications
630 Central Avenue, Murray Hill, New Providence, NJ 07974
(908) 795-3703
lpinho@dbta.com

- Please identify material by name of advertiser and magazine issue.