DISPLAY AND CLASSIFIED ADVERTISING

2013 Advertising Opportunities

ISSUE	AD SPACE CLOSING	AD MATERIALS CLOSING	STREET DATE
March	1/24	2/6	2/28
June	4/24	5/7	5/29
September	7/24	8/6	8/28
December	10/29	11/6	11/28

2013 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

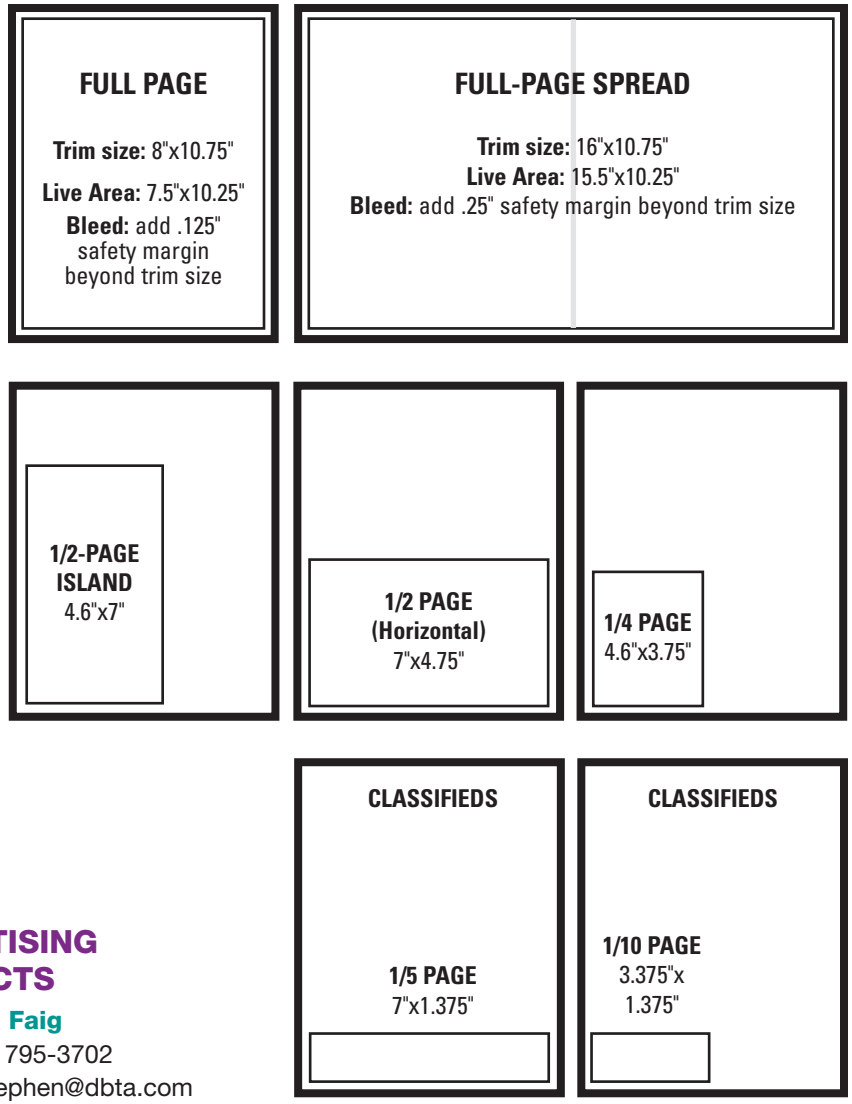
- **Black-and-White advertisements:** 25% discount from gross rate
- **Back Cover & Inside Front Cover:** Add 20%.
- **Center Spread, Inside Back Cover, and other guaranteed positions:** Add 10%.

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

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

PRODUCTION REQUIREMENTS

www.infotoday.com/advert/CTPAdSpecs.pdf

Please identify material by name of advertiser, publication, and issue date. ***High-quality hard copy proof for color and/or black-and-white ads must be submitted for all ad formats.***

We accept the following formats:

› 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 high-resolution Macintosh format Photoshop TIFF files

- Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, 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., .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 onto *http://files.infotoday.com*.
- Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

› 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, and publication/issue in which ad will be placed.
- **Mail disc to:**
  Alexis Sopko, Advertising Coordinator
  Database Trends and Applications
  630 Central Avenue, Murray Hill, New Providence, NJ 07974
  (908) 795-3703
  asopko@dbta.com

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 hardcopy. A fax proof for B/W ads is acceptable. Fax copies to Ad Trafficking Coordinator at (609) 654-4309.

Please identify material by name of advertiser and magazine issue.