database TRENDS AND APPLICATIONS From Unisphere Media, a division of Information Today, Inc.

THE MAGAZINE

DISPLAY AND CLASSIFIED ADVERTISING

➔ 2021 Advertising Opportunities

ISSUE	AD MATERIALS DUE
FEBRUARY	1/22/21
APRIL	3/22/21
JUNE	5/24/21
AUGUST	7/22/21
OCTOBER	9/22/21
DECEMBER	11/12/21

➔ 2021 Advertising Rates

AD SIZE	1X	2X	4X
FULL PAGE	$2,950	$2,750	$2,650
1/2 PAGE	$2,950	$2,750	$2,650
1/3 PAGE	$1,450	$1,250	$1,150
1/4 PAGE	$950	$750	$650

› **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.

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"x 1.375"

➔ ADVERTISING CONTACT

› **Stephen Faig**
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database
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PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

➔ Ad production requirements — downloadable PDF.

www.infotoday.com/advert/CTPAdSpecs.pdf

➔ 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
   › Page dimensions and bleeds according to pub specs

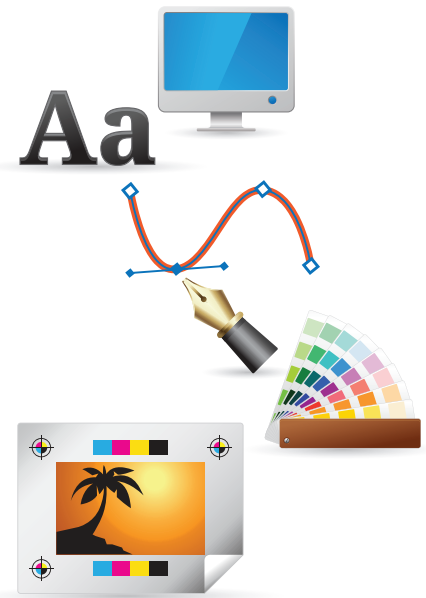› **We can also accept high-resolution Macintosh format Photoshop TIFF files.**
   › Flattened layers
   › CMYK color
   › 300 dpi
   › Page dimensions and bleeds according to pub specs

➔ 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.

Once the file is uploaded, you will receive a confirmation email. If there are any problems with your file, you will be contacted.

PLEASE NOTE:

› **Files submitted as RGB will be converted to CMYK.**

› **Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.**

› **All graphics must be at least 300 dpi resolution.**

For proper sizing of your ad, please refer to the Rate Card & Advertising Specs on page 5.

For production questions contact:

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