

# Advertising Rates

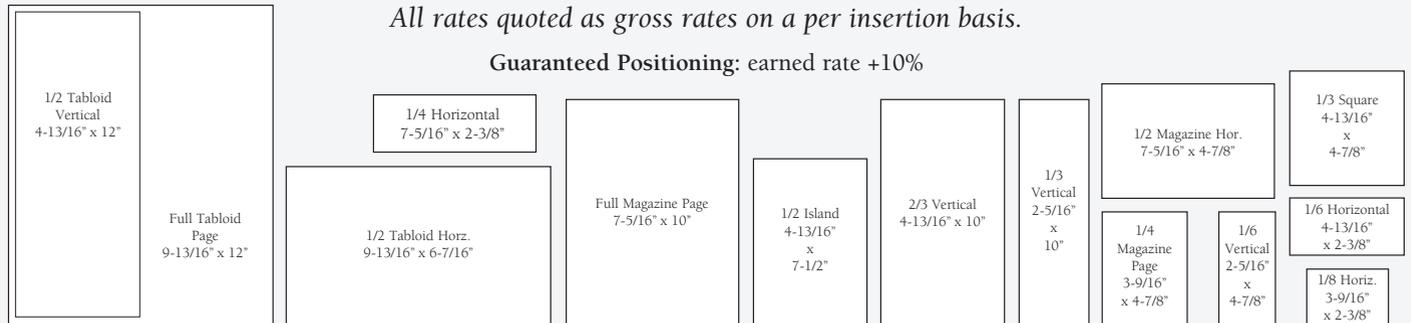
RATE CARD #TNP2017

**DEADLINES:** 1st of the month one month prior to cover date.

SIZE	BLACK AND WHITE						PLUS COLOR CHARGE	
	1X	4X	8X	12X	16X	24X	2-COLOR	4-COLOR
Tabloid Full	\$7,935	\$7,142	\$5,872	\$5,078	\$4,795	\$4,590	\$540	\$1,125
1/2 Tab Vert. or Horiz.	4,185	3,767	3,097	2,678	2,535	2,425	540	1,125
Magazine Full	4,260	3,834	3,152	2,726	2,595	2,475	540	1,125
2/3 Vertical	3,070	2,763	2,272	1,965	1,870	1,780	445	965
1/2 Island	2,340	2,106	1,732	1,498	1,430	1,350	445	965
1/2 Mag Horiz.	2,145	1,931	1,587	1,373	1,305	1,245	445	965
1/3 Sq. or Vert.	1,540	1,386	1,140	986	940	905	335	690
1/4 Horiz. or Vert.	1,115	1,004	825	714	685	650	303	630
1/6 Horiz. or Vert.	745	671	551	477	475	440	210	420
1/8 Horizontal	595	536	440	381	365	350	210	420
Inside Front	9,780	8,910	7,385	6,685	6,445	6,230	—	—
Inside Back	9,395	8,565	7,110	6,445	6,220	5,995	—	—
Back Cover	10,180	9,275	7,680	6,935	6,695	6,455	—	—

All rates quoted as gross rates on a per insertion basis.

Guaranteed Positioning: earned rate +10%



	Bleed	Trim Size	Live Area	Non-Bleed Tab Spreads
Tab Spreads	21-3/4" x 13-3/4"	21-1/2" x 13-1/2"	20-3/4" x 12-3/4"	20-3/4" x 12"
Full Tabs	11" x 13-3/4" (.125" bleeds)	10-3/4" x 13-1/2"	10" x 12-3/4" (.375" margins)	
Half Tab Spreads			20-3/4" x 6-7/16"	

Bleeds: Keep live matter at least 5/8" from trim on bottom.

	Non-Bleed
Mag Spreads	15-9/16" x 10"

♦ ADVERTORIAL/BRANDED CONTENT SPECIAL SECTIONS ♦



During the course of the year, we offer 18 different advertorial sections, all of which are aimed at different market segments and they are keyed to coincide with our trade show partners events and/or industry seasonality. This allows you to provide our readers beautifully timed ads and stories to make your product news even more compelling.

All you need to participate is a half-page ad and (either vertical or horizontal) and some story ideas. We will do the rest and you will also receive a co-branded, high-resolution reprint of your ad and story together that is suitable for printing as a handout or in e-mail marketing. We also post the sections to our home page for a year after they run, at no additional charge.

Please check out the schedule on the last page of this kit and give us a chance to help you tell the industry about your unique offerings.