



## 2008 PRINT RATES

### BLACK & WHITE RATES

Run of Book	1x	3x	6x	9x	12x	18x	24x	36x
<b>Full Page</b>	\$4,988	\$4,845	\$4,694	\$4,541	\$4,394	\$4,250	\$4,158	\$3,940
<b>1/2 Island plus</b>	4,683	4,551	4,403	4,265	4,124	3,990	3,902	3,700
<b>2/3 Page</b>	3,838	3,730	3,612	3,494	3,381	3,268	3,199	3,032
<b>1/2 Island</b>	3,450	3,352	3,244	3,141	3,038	2,944	2,875	2,728
<b>1/2 Page</b>	2,998	2,909	2,822	2,732	2,638	2,551	2,496	2,369
<b>1/3 Page</b>	2,148	2,088	2,020	1,956	1,892	1,832	1,793	1,700
<b>1/4 Page</b>	1,553	1,509	1,465	1,415	1,372	1,327	1,297	1,229
<b>1/6 Page</b>	1,386	1,347	1,302	1,263	1,223	1,179	1,155	1,096
<b>1/9 Page</b>	939	914	885	856	826	801	782	743
<b>Banner</b>	2,106	2,055	1,919	1,821	1,746	1,638	1,568	1,451

### COLOR RATES

per page                      per fractional

Standard 2-color, per color, extra	\$ 650	\$ 490
Matched color, per color, extra	995	750
4-color process, 1st page, extra	1,365	995
Metallics & DayGlo®	1,230	

Fractional rates are for 1/3 page or smaller. The same color/colors used on additional pages in same issue is discounted 55%.

Advertisers may combine their total number of ad insertions in T&P and MAN - Modern Applications News during any 12-month interval to earn the best frequency discount.

**SPECIAL POSITIONS & INSERTS** Publisher reserves the right to select position.

Guaranteed positions are *non-cancelable*. Preferred positions may be requested on a non-guaranteed basis, subject to production limitations. Inserts are accepted as supplied or as Publisher-printed. Contact your sales rep for information.

### COVERS

Rates include color and are sold on a 12x, non-cancelable basis.

Outside Back \$ 7,680    Inside Front \$ 7,400    Inside Back \$ 7,150

### 1/2 ISLAND PLUS

A **full page** for your sales message at a **fraction of the cost!** Run a 1/2 Island ad and get the remaining half page of space for your product copy and illustrations/photos. Create an integrated sales message while building sales leads with individual RSLeads URLs under each product displayed. This is an excellent way to promote secondary product lines in a dramatic, full-page space.

### MARKETPLACE ADS

Four-color section features eight 3-1/2" x 2-1/2" ads per page. You provide 50-60 words of text and a high resolution digital photo, and T&P does the rest!

1x \$ 1,205    3x \$ 1,120    6x \$ 1,075    12x \$ 995

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