

Advertising Space Rates (B&W)

	1x	3x	6x	9x	12x	18x
Tab	\$11,991	\$11,749	\$11,621	\$11,285	\$10,657	\$10,204
Tab Spread	\$18,288	\$18,078	\$17,753	\$17,127	\$16,775	\$16,384
One Page	\$8,919	\$8,672	\$8,145	\$7,458	\$7,230	\$6,867
2/3	\$6,970	\$6,748	\$6,262	\$5,818	\$5,601	\$4,693
1/2 Tab Hor./Vert./Diagonal	\$6,232	\$6,022	\$5,671	\$5,239	\$5,049	\$4,448
1/2	\$5,367	\$5,169	\$4,825	\$4,578	\$4,386	\$4,166
1/3	\$3,658	\$3,631	\$3,375	\$3,185	\$3,085	\$2,944
1/3 Tab Strip/Horizontal	\$5,544	\$5,427	\$8,646	\$4,654	\$4,524	\$3,997
1/4 Tab Page	\$5,366	\$5,170	\$4,825	\$4,578	\$4,386	\$4,197
1/4	\$3,121	\$2,987	\$2,817	\$2,627	\$2,511	\$2,409
1/6	\$2,264	\$2,205	\$2,078	\$1,926	\$1,876	\$1,769

Corner Cut Ad

Advertise your products and services on **ISHN's** front cover! Best possible position for ultimate impact. Contact Publisher for rates and ad specifications.

Agency Commission

15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

Color Rates

Standard 2-Color
Matched Color
4-Color

Page

\$906
\$1,069
\$1,920

Spread

\$1,655
\$2,076
\$2,746

Classified Advertising Rates

1x	3x	6x	9x	12x
\$138	\$119	\$109	\$104	\$85

2nd Color \$177
Blind Box \$39
Column Width is 2 1/4"

Product Spotlights

New insertions \$805
Pick up \$631
from prior spotlight

Payment Terms

All ads originating outside the United States must be prepaid. No cancellation or changes in order accepted after ad closing dates. Invoices payable upon receipt in U.S. funds. Net 30 days. One and one-half percent (1-1/2%) per month service charge thereafter. Publisher reserves right to hold advertiser and agency jointly and severally liable for money due and payable to the publisher.

Short Rates & Rebates

Advertisers will be short rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

Cancellation Policy

No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

SEND ALL orders, materials & artwork to:
Vince Miconi / ISHN; BNP Media,
2401 West Big Beaver Rd., Suite 700, Troy, Michigan 48084

Phone: **248-244-6254**; Fax: **248-244-3919**;

Email: **miconiv@bnpmedia.com**