

2011 Rates & Specs

Advertising Space Rates (B&W)

	1x	3x	6x	9x	12x	18x
Tab	\$11,642	\$11,407	\$11,283	\$10,937	\$10,347	\$9,907
Tab Spread	\$17,755	\$17,551	\$17,061	\$16,628	\$16,286	\$15,907
One Page	\$8,659	\$8,419	\$7,908	\$7,241	\$7,019	\$6,667
2/3	\$6,767	\$6,551	\$6,080	\$5,649	\$5,438	\$4,556
1/2 Tab Hor./Vert./Diagonal	\$6,050	\$5,847	\$5,506	\$5,086	\$4,902	\$4,318
1/2	\$5,211	\$5,018	\$4,684	\$4,445	\$4,258	\$4,045
1/3	\$3,551	\$3,525	\$3,277	\$3,092	\$2,995	\$2,858
1/3 Tab Strip/Horizontal	\$5,383	\$5,269	\$5,019	\$4,518	\$4,392	\$3,881
1/4 Tab Page	\$5,210	\$5,019	\$4,684	\$4,445	\$4,258	\$4,075
1/4	\$3,030	\$2,900	\$2,735	\$2,550	\$2,438	\$2,339
1/6	\$2,198	\$2,141	\$2,017	\$1,870	\$1,821	\$1,717

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.

Color Rates

	Page	Spread
Standard 2-Color	\$889	\$1,607
Matched Color	\$1,038	\$2,016
4-Color	\$1,864	\$2,666

Classified Advertising Rates

1x	3x	6x	9x	12x
\$134	\$116	\$106	\$101	\$83

2nd Color	\$172
Blind Box	\$38
<i>Column Width is 2 1/4"</i>	

Product Spotlights

New insertions	\$782
Pick up from prior spotlight	\$613

Covers & Special Positions

Covers are sold for a 6- or 12-time use on a non-cancelable basis. Special gatefold positions may also be available. Consult publisher for availability.

2nd cover: Extra 20% to black and white rate

3rd cover: Extra 15% to black and white rate

Back cover: Extra 25% to black and white rate

Center spread: Extra 15% to black and white rate

All other positions: Extra 10% to black and white rates

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.

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.

SWOP guidelines apply.
 Publication trim size is **10-7/8" X 14-3/4"**.
 Standard unit size in inches. Offset web printing,
 saddle stitch.

Published Monthly: Closing dates for orders and materials: 1st of month preceding issue date. These dates are firm and cannot be extended.

Production Charges: Charges will be applied for supplying material requiring camera work or typesetting. 4-color ads supplied without progressive proofs or matchprint will be charged for producing necessary proofs.

Electronic Files and Disks:
 Production Manager MUST be consulted prior to sending any files. All files must be Mac formatted and all art files must be an EPS, TIFF or Print-Optimized PDF format, created in Photoshop or Illustrator. All ads MUST have color proofs; **ISHN** will produce for a production charge if they are not provided.

Printing Specifications:

Binding: Saddle stitched; Printing: Heat-set web-fed offset.

Digital Ad requirements:

Platforms: Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions)





















Preferred File formats: Quark, Photoshop and Illustrator files accepted. PDF's are accepted, please call your production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used should be CMYK, unless a spot color has been purchased.

Electronic Submission: CD-ROM disks accepted. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad size: Crop marks for full page ads should be at trim size 10 7/8" x 14 3/4". Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 3/8" away from trim edges. Fractional ads should match sizes published in media kit.

SIZE (in inches)	WIDTH	HEIGHT	
Tab Page bleed	11 1/8	15	
 Tab Page	10 1/8	14	
Tab Spread bleed	22	16	
 Tab Spread trim	21 3/4	15 3/4	
Tab Spread Live Area	21 1/2	14	
 Standard Page	7	10	
2/3 Vertical	4 1/2	10	
 1/2 Island	4 1/2	7 1/2	
1/4 of a tab page	4 1/2	7 1/2	
 1/2 Vertical	3 3/8	10	
1/2 Horizontal	7	4 7/8	
 1/3 Vertical	2 1/8	10	
1/3 Square	4 1/2	4 7/8	
 1/4 Vertical	3 3/8	4 7/8	
1/6 Vertical	2 1/8	4 7/8	
 1/2 Tab Horizontal	10 1/2	7	
1/2 Tab Vertical	5 1/2	14	
 1/3 Tab Strip/Horizontal	10	3 3/4	
1/2 Diagonal	17 x 13 1/4 x 9 3/4		
 1/2 Diagonal Bleed	17 1/2 x 14 3/16 x 10 1/2		

The Tab — The tabloid ad is designed for companies who want to make a dramatic IMPACT in the safety, health & hygiene market. Use a standard size ad and wrap around with 1/4 page ads or product descriptions (tab wraps) or go for a full tabloid. (Tab wraps - supply camera ready art or we'll prepare at cost to the advertiser.)

Multiple Units/Inserts

Excellent rates are available for both run of book, consecutive page and insert advertising. Please consult publisher for rates, specifications and binding charges. For inserts, publisher will provide instructions for shipping. Shipment cartons must be identified with "ISHN", issue date, name of advertiser and quantity.

Special Combination Rates

Combine your **ISHN** advertising program with ads in other BNP Media magazines and receive a special discount rate. Consult your sales representative for details.

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**