

# PRINT



## DISPLAY ADVERTISING RATES

Black & White								
SPACE	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$4,120	\$3,670	\$3,470	\$3,340	\$3,230	\$3,025	\$2,865	\$2,865
2/3 Page	3,235	3,000	2,915	2,865	2,810	2,700	2,650	2,490
Island	3,235	3,000	2,915	2,865	2,810	2,700	2,650	2,490
1/2 Page	2,225	2,065	2,015	1,905	1,855	1,750	1,675	1,620
1/3 Page	1,940	1,750	1,610	1,485	1,405	1,370	1,300	1,250
1/4 Page	1,220	1,165	1,060	1,010	960	930	875	840
1/8 Page	690	660	630	580	545	530	515	505

2 COLOR (STANDARD OR PROCESS)								
SPACE	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$4,870	\$4,430	\$4,225	\$4,090	\$3,990	\$3,775	\$3,615	\$3,430
2/3 Page	3,990	3,755	3,666	3,615	3,565	3,455	3,404	3,244
Island	3,990	3,755	3,666	3,615	3,565	3,455	3,404	3,244
1/2 Page	2,975	2,820	2,765	2,660	2,605	2,500	2,425	2,375
1/3 Page	2,695	2,500	2,365	2,235	2,160	2,125	2,050	2,000
1/4 Page	1,975	1,915	1,815	1,760	1,710	1,680	1,630	1,590
1/8 Page	1,445	1,410	1,380	1,330	1,300	1,285	1,270	1,290

4 COLOR								
SPACE	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$6,025	\$5,580	\$5,375	\$5,250	\$5,140	\$4,930	\$4,770	\$4,585
2/3 Page	4,190	3,955	3,870	3,815	3,765	3,655	3,605	3,445
Island	4,190	3,955	3,870	3,815	3,765	3,655	3,605	3,445
1/2 Page	3,085	2,930	2,880	2,775	2,725	2,625	2,550	2,500
1/3 Page	2,895	2,705	2,565	2,435	2,360	2,325	2,250	2,205
1/4 Page	2,175	2,115	2,015	1,965	1,910	1,880	1,830	1,790
1/8 Page	1,645	1,615	1,580	1,530	1,500	1,485	1,470	1,460

### INSERTS

For insert sizes, current quantities and shipping information, contact Dianne Hight, dhight@gardnerweb.com

### COMBINATION RATES

Advertisers may combine their total number of advertising insertions in all Gardner Business Media's products over any 12-month interval to earn the best frequency discount.

### COVER RATES:

Cover rates include black and any combination of process colors.

**Second Cover** (inside front) ..... \$6,100

**Third Cover** (inside back) ..... \$5,600

**Fourth Cover** (back) ..... \$6,100

### CLASSIFIED ADVERTISING:

Size: 3.25"W x 1.5"H ..... \$250 per/1.5" H

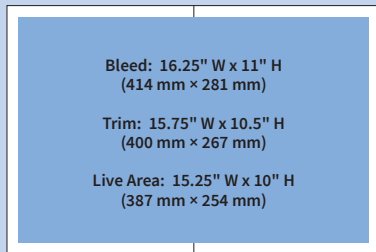


### 2015 PRODUCTS FINISHING DIRECTORY

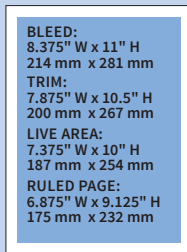
Looking for information on the 2015 Products Finishing Directory?

Rates and specifications are inside the front pocket of this folder or find them online: [gardnerweb.com](http://gardnerweb.com)

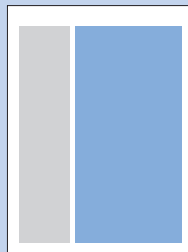
## PF MAGAZINE AD SPECIFICATIONS AND SIZES



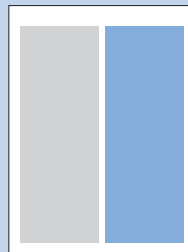
2-Page Spread



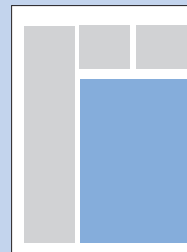
Full Page



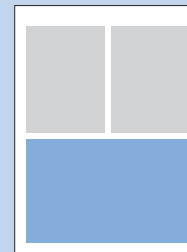
2/3 Page (Vert)  
 4.375" W x 9.125" H (111 mm x 232 mm)



1/2 Page (Vert)  
 3.25" W x 9.125" H (83 mm x 232 mm)



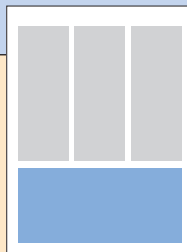
Island  
 4.375" W x 6.875" H (111 mm x 175 mm)



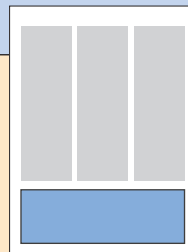
1/2 Page (Horz)  
 6.875" W x 4.375" H (175 mm x 111 mm)



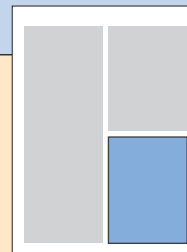
1/3 Page (Vert)  
 2.25" W x 9.125" H (57 mm x 232 mm)



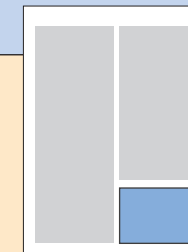
1/3 Page (Horz)  
 6.875" W x 3" H (175 mm x 76 mm)



1/4 Page (Horz)  
 6.875" W x 2.25" H (175 mm x 57 mm)



1/4 Page (Vert)  
 3.25" W x 4.375" H (83 mm x 111 mm)



1/8 Page  
 3.25" W x 2.125" H (83 mm x 57 mm)

### BORDERS:

Third-page, quarter-page and eighth-page ads must have a border on all sides.