

Print Rates and Specs



Black and White Rates							
Size	1x	3x	6x	9x	12x	18x	24x
Full pg	\$6,185	\$5,990	\$5,815	\$5,645	\$5,315	\$5,275	\$5,160
2/3 pg	\$5,765	\$5,705	\$4,490	\$4,350	\$4,220	\$4,100	\$3,975
1/2 pg	\$3,670	\$3,560	\$3,455	\$3,355	\$3,255	\$3,160	\$3,065
1/3 pg	\$2,830	\$2,715	\$2,660	\$2,580	\$2,510	\$2,430	\$2,365
1/4 pg	\$2,180	\$2,120	\$2,045	\$1,925	\$1,900	\$1,870	\$1,815

Color Rates		
Description	Page	Spread
4-color	\$1,395	\$2,195
2-color (cymk only)	\$750	\$1,185
PMS color	\$995	\$1,650
Metallic	\$1,200	\$1,920
Bleed	N/C	N/C

Premium Positions (surcharge)	
Inside front cover	\$2,000
Table of contents 1 & 2	\$1,500
From the editor	\$1,250
Inside the numbers	\$1,250
Inside back cover	\$1,250
Back cover	\$3,000

Material Guidelines

Publication: Published bi-monthly.
Cancellations: Must be submitted before closing date. Not responsible for changes and corrections sent in after closing date.

Digital Ad Requirements

The preferred format for all ad material submissions is an Adobe PDF file. All fonts and images must be embedded. Additional information on how to create a suitable PDF file can be found on our Web site at gardnerweb.com/upload.

Submitting Digital Files

Ad files up to 5 MB can be e-mailed directly to Bill Caldwell at billc@gardnerweb.com. Ad files up to 20 MB can be uploaded via our Upload Center at gardnerweb.com/upload. For files larger than 20 MB, please contact the *Continuity Insights* advertising department at (888) 527-8826 to make arrangements for the file transfer.

Ads may also be submitted on CD/DVD to: Advertising Department, Gardner Publications Bill Caldwell, Advertising & Production Manager 6915 Valley Avenue Cincinnati, OH 45244-3029 P: (888) 527-8826 • F: (513) 527-8801

Discounts and Commissions

Combination Rates: Advertisers may combine their total number of insertions in *Continuity Insights* with any other Gardner Publications, Inc. periodical and Web site during any twelve-month period to earn the best frequency discount.

Multiple Page Discounts: Substantial discounts are available to advertisers running multiple pages. Consult the publisher or your sales representative for details.

Recognized Agency Commission: 15% commission is allowed on display advertisements if ad material is furnished to our specifications and payment is received within 30 days of invoice. Discount is automatically canceled if an invoice is not paid within 30 days. No commissions on production charges.

Inserts: For insert sizes, current quantities and shipping information, contact: Bill Caldwell at (800) 527-8826 or billc@gardnerweb.com.

Reprints/E-prints: Reprints of articles and ads are available in print resolution PDF format. All printed reprints are 8" x 10.75" on white semi-gloss stock. Contact Scott Clifton for quotes at (800) 950-8020 or sclifton@gardnerweb.com.

Production Services: booth lines and coupon codes will be reproduced free of charge by the publisher.

<p>Two-Page Spread Bleed: 16.25"W x 11"H Trim: 15.75"W x 10.5"H Live: 15.25"W x 10"H</p>

<p>Full Page Bleed: 8.375"W x 11"H Trim: 7.875 x 10.5" Live: 7.375 x 10" Ruled: 6.875 x 9.125"</p>

<p>2/3 Vertical</p>

4.375"W x 9.125"H

<p>1/2 Island</p>

4.375"W x 6.875"H

<p>1/2 Horizontal</p>

6.875"W x 4.375"H

<p>1/2 Vertical</p>

3.25"W x 9.125"H

<p>1/3 Vertical</p>

2.25"W x 9.125"H

<p>1/3 Square</p>

4.375"W x 4.375"H

<p>1/4 Vertical</p>

3.25"W x 4.375"H

If you have any questions about advertising materials, please contact the Continuity Insights Advertising Department at (888) 527-8826 or visit the Upload Center (FTP site) at gardnerweb.com/upload.