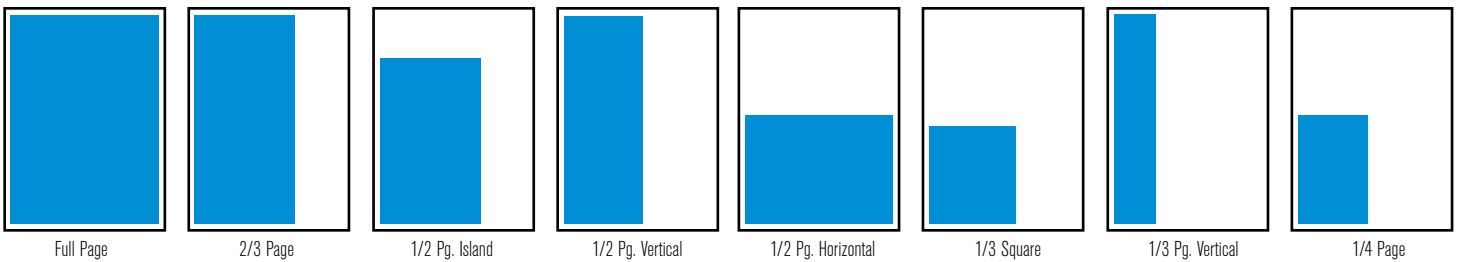


DISPLAY ADVERTISING

Ad Size	Width x Depth	1x	4x	7x	12x
Full Page	7" x 10"	\$5,625	\$4,195	\$3,995	\$3,580
2/3 Page	4.5" x 10"	\$4,520	\$3,370	\$3,210	\$2,790
1/2 Pg. Island	4.5" x 7.5"	\$4,295	\$3,115	\$2,970	\$2,565
1/2 Pg. Vertical	3.25" x 10"	\$4,040	\$2,820	\$2,685	\$2,410
1/2 Pg. Horizontal	7" x 4.875"	\$4,040	\$2,820	\$2,685	\$2,410
1/3 Pg. Square	4.5" x 4.875"	\$3,140	\$2,290	\$2,180	\$1,920
1/3 Pg. Vertical	2.1875" x 10"	\$3,140	\$2,290	\$2,180	\$1,920
1/4 Page	3.25" x 4.875"	\$2,205	\$1,610	\$1,535	\$1,375

EFFECTIVE JANUARY 2008 • ISSUED SEPTEMBER 2007

Frequency determined by number of insertions used within 12 months from date of first insertion.



Ask your sales rep about integrating your print campaign with online and more!

Color Rates

2 color
matched
metallic
3/4 color

Page

\$605
\$760
\$970
\$1,470

Spread

\$870
\$1,050
\$1,180
\$2,295

Cover Position Premiums

Inside Front Cover:Special rate plus 35%
Back Cover:Special rate plus 35%
Inside Back Cover:Special rate plus 25%
Covers must be contracted for either 6x or 12x insertion.

Insert Options

Rates based on mechanically accepted, preprinted inserts. Inserts can be broken down by categories on BPA statement or qualification card. Quantities under 15,000 must provide 15% waste allowance. Quantities over 15,000 must provide 10% waste allowance.

Mechanical Requirements

Trim Size: 7.625" x 10.625"
.1875" head and foot trim.
Keep live matter .375" from trim.
Contact sales rep for rates.

Ask about other high impact advertising options such as custom publishing, gatefold, polybag, etc.



Combination Rates

Attractive combined frequency rates are available with other BNP Media titles.



Shipping Instructions:

Please address all correspondence, space orders, insertion instructions & material to:

appliance **DESIGN**

Amy Alef, Production Manager

2401 West Big Beaver Road, Suite 700, Troy, MI 48084

Phone: 248.244.6409; Fax: 248.786.1348

Email: alefa@bnpmedia.com

Printing Specifications

Printing: Heat-set, web-fed offset

Paper: 40-lb. coated;

Cover: 80-lb. coated

Binding: Perfect Bound

Screen: 150-line black-and-white.

Bleed Specifications:

Full-page bleed size 8 $\frac{1}{8}$ " x 11 $\frac{1}{8}$ "

Full-page trim size 7 $\frac{7}{8}$ " x 10 $\frac{7}{8}$ "

Spread size, full bleed 16" x 11 $\frac{1}{8}$ "

Spread trim size 15 $\frac{3}{4}$ " x 10 $\frac{7}{8}$ "

Keep all live matter $\frac{3}{8}$ " from trim.

Publication & Closing Dates

Published Monthly: Issued during the first week of publication month. Advertising space orders must arrive by the 5th of the month preceding date of issue. When normal closing dates fall on weekends or holidays, issues close the following workday. No cancellations or changes in order will be accepted after closing dates.

Digital Ad Requirements

Platforms: MAC format preferred.

(IBM-compatible accepted, fonts will be replaced by MAC versions).

Preferred File Formats: InDesign, Photoshop and Illustrator files accepted.

PDFs are accepted; please call the 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:

appliance DESIGN recommends submitting your files via FTP or email.

All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

FTP Login Information:

Go to www.upload.bnpmedia.com and choose appliance **DESIGN** from the drop down menu and follow on screen directions.

Proofs Required: 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 7 $\frac{7}{8}$ " x 10 $\frac{7}{8}$ ". Bleed ads should extend beyond trim crop marks by $\frac{1}{8}$ " on each side. Vital matter must be kept at least $\frac{3}{8}$ " away from trim edges. Fractional ads should match sizes published in media kit.

appliance
DESIGN

Terms & Conditions

Payment Terms: Invoices are payable in U.S. Funds only, Net 30 days. 1 $\frac{1}{2}$ % per month service charge thereafter (1 $\frac{1}{2}$ % in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Short Rates & Rebates: Advertisers will be shortrated if, within a 12-month period from date of first insertion, they

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

Agency Commission: 15% of gross billing allowed to recognized agencies on space, color and position. Bills are issued same day as publication. Commission not allowed on other charges such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges and non-display advertising.

Copy & Contract: Advertiser and agency assume liability for all content (including text, representation and illustrations) of advertisements printed and all claims arising therefrom against publisher.