

## Personalized Media Solutions

Is your organization thinking about starting its own magazine, website, or e-Newsletter? How about creating a video, coffee table book or webinar? Let us do all the work for you, from start to finish. Our Custom Media Group combines our media staff experts with appliance **DESIGN's** readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace.

Contact: Steve Beyer  
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<http://custommedia.bnpmedia.com>

## MAKING THE COMPLEX CLEAR

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools we help your business grow and succeed in today's marketplace.



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## Color Rates

EFFECTIVE JANUARY 2010  
ISSUED SEPTEMBER 2009

Ad Size	Width x Depth	1x	3x	6x	9x	12x
Full Page	7.875" x 10.875"	\$ 7,400	\$ 5,920	\$ 5,698	\$ 5,550	\$ 5,180
2/3 Page	4.5" x 10"	\$ 6,250	\$ 5,000	\$ 4,813	\$ 4,688	\$ 4,375
1/2 Pg. Island	4.5" x 7.5"	\$ 6,020	\$ 4,816	\$ 4,635	\$ 4,515	\$ 4,214
1/2 Pg. Vertical	3.25" x 10"	\$ 5,755	\$ 4,604	\$ 4,431	\$ 4,316	\$ 4,028
1/2 Pg. Horizontal	7" x 4.875"	\$ 5,755	\$ 4,604	\$ 4,431	\$ 4,316	\$ 4,028
1/3 Pg. Square	4.5" x 4.875"	\$ 4,820	\$ 3,856	\$ 3,711	\$ 3,615	\$ 3,374
1/3 Pg. Vertical	2.1875" x 10"	\$ 4,820	\$ 3,856	\$ 3,711	\$ 3,615	\$ 3,374
1/4 Page	3.25" x 4.875"	\$ 3,845	\$ 3,076	\$ 2,960	\$ 2,884	\$ 2,690

### Shipping Instructions:

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

### Lindsay Nagy

Production Manager  
2401 West Big Beaver Road  
Suite 700, Troy, MI 48084  
Phone: +1 (248) 244-6438  
Fax: +1 (248) 786-1380  
Email: [nagyl@bnpmedia.com](mailto:nagyl@bnpmedia.com)

### TERMS & CONDITIONS

**Payment Terms:** Invoices are payable in U.S. Funds only, Net 30 days. 1 1/2% per month service charge thereafter (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.

**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.

### 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.

For Rates on Matched Colors, Metallic colors, Bleed Charges & Inserts, Contact Your Sales Representative.

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

### Size Specifications

**Paper:** 40-lb. coated;  
**Cover:** 70-lb. coated  
**Binding:** Saddle Stitch  
**Screen:** 150-line black-and-white.

### Bleed Specifications:

Full-page bleed size 8 1/8" x 11 1/8"  
Full-page trim size 7 7/8" x 10 7/8"  
Spread size, full bleed 16" x 11 1/8"  
Spread trim size 15 3/4" x 10 7/8"

Keep all live matter 3/8" from trim. *Fractional ads should match sizes published in media kit.*

### 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 <http://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 7/8" x 10 7/8". 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.