

Rates & Specifications

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2009 media kit.

2009 Display Advertising Rates*

Issuance: Mails by the 15th of each month.

4-Color Process	1x	3x	6x	12x	18x	24x	36x	48x
Full Page Spread	22,964	22,605	21,935	21,330	20,302	19,228	17,887	17,361
1/2 Page Spread	14,252	14,028	13,860	13,559	13,268	12,888	12,429	12,116
Full Page	12,245	12,066	11,731	11,428	10,914	10,377	9,706	9,444
2/3 Page	9,326	9,214	9,013	8,879	8,532	8,222	7,870	7,765
1/2 Page	7,889	7,777	7,693	7,542	7,345	7,207	7,088	6,822
1/3 Page	6,212	6,167	6,085	6,066	5,926	5,875	5,719	5,664
1/4 Page	5,317	5,267	5,194	5,140	5,087	4,920	4,729	4,668
1/6 Page	4,310	4,271	4,261	4,204	4,142	4,070	3,965	3,896

Premiums (add to 4 color rate)

Cover 2 Premium	10.0%
Cover 3 Premium	10.0%
Cover 4 Premium	15.0%
Island Premium	\$583


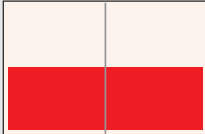

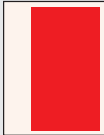








Discounts (subtract from 4 color rate)

B & W	\$2,294
2 Color	\$1,092

For classified ad specifications and rates, contact Glenda Harp at +1 918 832 9301 or glendah@pennwell.com.

*Note: Prices include four-color and are gross, subject to the 15% agency commission allowance.

MECHANICAL DATA

 <p>Full Page Spread Live Area: 15"x 9.5" (381mm x 241mm) Trim: 16"x 10.5" (406mm x 267mm) Bleed: 16.25"x 10.75" (413mm x 274mm)</p>	 <p>1/2 Page Spread Live Area: 15"x 5" (391mm x 127mm) Trim: 16"x 5.25" (406mm x 133mm) Bleed: 16.25"x 5.5" (413mm x 140mm)</p>		
 <p>Full Page Live Area: 7"x 9.5" (178mm x 241mm) Trim: 8"x 10.5" (203mm x 267mm) Bleed: 8.25"x 10.75" (210mm x 274mm)</p>	 <p>2/3 Page Live Area: 4.5"x 9.5" (114mm x 241mm) Bleed: 5.25"x 10.75" (133mm x 274mm)</p>	 <p>1/2 Page Island Live Area: 4.5"x 7.375" (114mm x 187mm) Bleed: 5.25"x 8.25" (133mm x 210mm)</p>	
 <p>1/2 Page Vertical Live Area: 3.375"x 9.5" (86mm x 241mm) Bleed: 4.125"x 10.75" (105mm x 274mm)</p>	 <p>1/2 Page Horizontal Live Area: 7"x 4.875" (178mm x 124mm) Bleed: 8.25"x 5.5" (210mm x 140mm)</p>	 <p>1/3 Page Square Live Area: 4.5"x 4.875" (114mm x 124mm)</p>	
 <p>1/3 Page Vertical Live Area: 2.25"x 9.5" (57mm x 241mm)</p>	 <p>1/3 Page Horizontal Live Area: 7"x 3.3125" (178mm x 84mm)</p>	 <p>1/4 Page Live Area: 3.375"x 4.875" (86mm x 124mm)</p>	 <p>1/6 Page Live Area: 2.25"x 4.875" (57mm x 124mm)</p>

All text, logos, borders and boxes that do not bleed should stay within the live area. No charge for bleed.

ELECTRONIC SUBMISSION REQUIREMENTS

PennWell is primarily Mac-based for graphics. However, we have staff trained in both Mac and PC for those applications that we support.

See <http://digitalads.pennwell.com> for complete electronic specs. Upload Site Instructions - Files will need to be stuffed or zipped prior to uploading. Files over 250MB will need to be shipped on disk to *Offshore*, Ad Services, 1421 S. Sheridan Rd., Tulsa, OK 74112. Log on to <http://digitalads.pennwell.com>. Select *Offshore* in the magazine scroll-down menu. Fill in the appropriate information and select "upload the ad." Please fax a proof of the ad to Ad Services, 918-831-9415.

SUPPLYING AD MATERIAL FOR PENNWELL MAGAZINES

- PennWell prefers ad material to be supplied as PDFs with PDF/X-1a format option. We also accept ads built in these programs: InDesign, PageMaker, Quark, Illustrator, Freehand, PDF and Photoshop.
- Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.
- PennWell does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.
- PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction.
- For complete PennWell Specifications, see the "spec sheet" at our ad upload site: <http://digitalads.pennwell.com>