

2009 Display Advertising Rates

	1x	3x	6x	9x	12x	18x	24x
Full Page	\$14,672	\$14,183	\$13,704	\$13,102	\$12,504	\$11,891	\$11,531
2/3 Page	\$11,675	\$11,320	\$10,949	\$10,501	\$10,043	\$9,584	\$9,311
1/2 Page	\$10,285	\$9,976	\$9,672	\$9,291	\$8,910	\$8,513	\$8,286
1/3 Page	\$6,731	\$6,551	\$6,407	\$6,190	\$5,984	\$5,783	\$5,655
1/4 Page	\$5,902	\$5,768	\$5,624	\$5,469	\$5,305	\$5,150	\$5,047

Issuance: Mails by the 20th of each month.

Rates are stated gross, include 4-color, and are subject to 15% agency commission.

PAGE SPECS Publication trim size: 8" x 10.5" (203 x 267mm)

	FULL PAGE SPREAD	FULL PAGE	2/3 PAGE	1/4 PAGE
AD SIZE				
SHAPE	—	—	—	—
TRIM (W x H)	16" x 10.5" 406 mm x 267 mm	8" x 10.5" 203 mm x 267 mm	—	—
BLEED	16.25" x 10.75" 413 mm x 274 mm	8.25" x 10.75" 210 mm x 274 mm	5.25" x 10.75" 133 mm x 274 mm	—
LIVE AREA	15" x 9.5" 381 mm x 241 mm	7" x 9.5" 178 mm x 241 mm	4.5" x 9.5" 114 mm x 241 mm	3.375" x 4.875" 86 mm x 124 mm

COVER & OTHER GUARANTEED POSITIONS

COVER II	+ 15%
COVER III	+ 10%
COVER IV	+ 20%
OTHER	+ 10%

DISCOUNTS

BLACK & WHITE	- 20%
2 COLOR	- 10%
SHOWCASE	- 36%

PAGE SPECS CONTINUED

	1/2 PAGE			1/3 PAGE			1/6 PAGE
AD SIZE							
SHAPE	Island	Horizontal	Vertical	Horizontal	Vertical	Square	Square
TRIM (W x H)	—	—	—	—	—	—	—
BLEED	5.25" x 8.25" 133 mm x 210 mm	8.25" x 5.5" 210 mm x 140 mm	4.125" x 10.75" 105 mm x 274 mm	—	—	—	—
LIVE AREA	4.5" x 7.375" 114 mm x 187 mm	7" x 4.875" 178 mm x 124 mm	3.375" x 9.5" 86 mm x 241 mm	7" x 3.312" 178 mm x 84 mm	2.25" x 9.5" 57 mm x 241 mm	4.5" x 4.875" 114 mm x 124 mm	2.25" x 4.875" 57 mm x 124 mm

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1 UPLOAD TO OUR FTP SITE:

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Select *Military & Aerospace Electronics* from the scroll-down menu.
Fill in the required information and then select upload ad. Our FTP site will accept up to 100 MB. Please stuff or zip your files before sending & wait for your confirmation.

2 E-MAIL YOUR AD:

For files under 10 MB, please e-mail your ad to: admaterial@pennwell.com. Include advertiser name, publication name, and issue date.

3 SEND PHYSICAL MATERIAL TO:

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Attn: Ad Traffic Team
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Tulsa, OK 74112