

2021 Advertising Rate Card

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Effective January 2021

Rates

Display Rates

Frequency	Full Page	1/2 Page	1/4 Page
1 Time	\$1,240.00	\$850.00	\$575.00
3 Times	\$1,210.00	\$830.00	\$550.00
6 Times	\$1,180.00	\$805.00	\$540.00
12 Times	\$1,115.00	\$765.00	\$515.00
24 Times	\$1,090.00	\$745.00	\$500.00
36 Times	\$1,030.00	\$720.00	\$490.00
48 Times	\$965.00	\$680.00	\$450.00

Recruitment Rates

Frequency	Full Page	1/2 Page	1/4 Page
1 Time	\$900.00	\$615.00	\$435.00
3 Times	\$850.00	\$585.00	\$410.00
6 Times	\$805.00	\$550.00	\$390.00
12 Times	\$765.00	\$520.00	\$365.00

Rate Protective Clause

Proper notification will be given of any rate changes and contracts may be canceled at the time the rate change becomes effective without incurring a short-rate adjustment, provided the contract rate had been earned up to the date of cancellation.

Color Rates

- Standard color: \$634.00
- Matched color: (PMS) \$832.00
- 4/Color: \$1,545.00
- Metallic: \$1,040.00

Bleed: No Additional Charge

Agency Commission

15% of gross on space and color blinding

Typesetting

An additional \$120 for any ad, up to 1/2 page that publisher typesets. Contact representative for full-page typesetting charges.

Cover And Preferred Position Rates

Premium over earned black & white rate.

Covers are non-cancelable.

Cover 4: **50%**

Cover 3: **15%**

Cover 2: **35%**

First Spread: **10%**

Adjacent Table of Contents: **10%**

Page Facing First Page of Text: **10%**

Spread between TOC and First Editorial: **10%**

CONDITIONS - The advertiser agrees to indemnify and save harmless the Publishers from any or all liability against them from unauthorized, inaccurate or libelous statements appearing in the advertising material.

MECHANICAL

Ad Sizes	Vertical	Horizontal
Full Page	7 3/4" x 10"	
Half Page	3 3/4" x 10"	7 3/4" x 5"
Quarter Page	3 1/4" x 5"	
Trim Size	8 1/4" x 11"	

Bleed Sizes

8 1/2" width: 11 1/4" depth

Bleed spreads: 17" width: 11 1/4" depth

Insert Requirements

- 2 pages: 8 1/2" x 11 3/8"
80 lb. minimum - 120 lb. maximum
- 4 pages: 17 1/2" x 11 3/8"
60 lb. minimum - 120 lb. maximum
- Business Reply Card: 1 time earned black & white

Note: insets jog to the top: allow 1/4" at head and 1/8" on all other sides

Cancellations

Any time prior to closing dates. Covers and special positions are non-cancelable. Advertisers not submitting proper notification of cancellation will be liable for payment of the full space booked.

Proofs

Color proofs of progressives must accompany four-color advertising.

Halftone Screen

133 minimum - 200 maximum

Printing Process: Offset

Reproduction Requirements

Negatives (right-reading emulsion down), positives (Right-reading emulsion up), camera-ready work, scotch prints.

Addresses

Contracts, insertion orders & all printing material, etc. to:

Katie Tuzzolino

Cunningham Associates, 180 Old Tappan Road, Old Tappan, NJ 07675

Phone: (201) 767-4170; (Fax) 201-767-8065

E-mail: ktuzzolino@cunnasso.com

Inserts: Contact publisher for address information

Digital Advertisement

PDF/X, EPS (saved from Adobe Photoshop or Adobe Illustrator), or newer application accepted.

WILEY