



THE END-TO-END RELIABILITY FORUM™

RATE CARD

Advertisers interested in placing an ad may email an insertion order to 7x24 Exchange at tara@7x24exchange.org or fax to 212.645.1147

Questions?
Please call Tara Oehlmann at 646.486.3818 x104

COLOR RATES

Size	1X	2X
Full Page	\$2,400	\$2,200
2/3 Page	2,000	1,900
1/2 Page Island	1,800	1,700
1/2 Page	1,600	1,500
1/3 Page	1,500	1,450
1/4 Page	1,400	1,350

COVERS & PREMIUM POSITIONS - INCLUDES 4 COLOR

Size	1X	2X
DPS	\$5,000	\$4,500
2nd / 3rd Cover	2,500	2,200
4th Cover	3,500	2,750

OTHER RATES

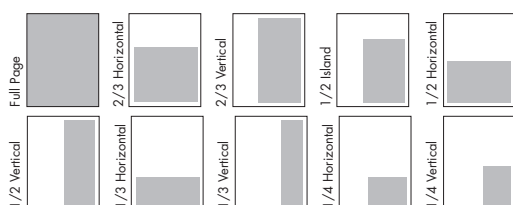
Black and white:	less \$900
Revisions and Proofs:	\$50
Position Guarantee:	15% premium

NON-MEMBERS ADD 40% TO ALL RATES

NON-BLEED AD DIMENSIONS

Size	Width	Length
Full Page	7.5"	10"
2/3 Horizontal	7.5"	6.5"
2/3 Vertical	5"	10"
1/2 Island	4.875"	7.5"
1/2 Horizontal	7.5"	4.875"
1/2 Vertical	3.625"	10"
1/3 Horizontal	7.5"	3.25"
1/3 Vertical	2.5"	10"
1/4 Horizontal	4.5"	3.25"
1/4 Vertical	3.25"	4.5"

8 1/2" x 11" MECHANICAL REQUIREMENTS



Live Area: 7.5" x 10"
Trim Size: 8.5" x 11"
Bleed Size: 8.75" x 11.25"

DPS Mechanical Requirements:

Live Area: 16" x 10"
Trim Size: 17" x 11"
Bleed Size: 17.25" x 11.25"

Press optimized PDF or EPS accepted.
No JPEG or TIFF accepted.

Convert all spot colors to CMYK.

Do not use 4 color black. All 4 color black will be replaced with 100% black at the advertiser's expense.

Fonts must be embedded or outlined.

Maximum ink density 280%

Advertiser indemnifies 7x24 Exchange against losses or liabilities arising from this advertising. 7x24 Exchange assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay 7x24 Exchange any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancellable. Prices are net of agency commission.