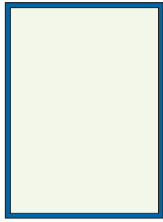


Print Rates & Specifications

All rates in US Dollars, international rates determined by current exchange rates.
Black and white, per page and fractions. All measurements are width x height.

Full Page

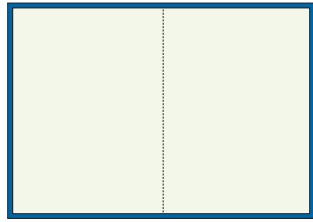


Insertions	Rate
1x	\$7540
3x	\$7050
6x	\$6680
12x	\$6370
18x	\$6155
24x	\$5975
30x	\$5815
36x	\$5690

Mechanical Requirements:

Trim: 7-13/16" x 10-3/4" (198mm x 273mm)
Bleed: 8-5/16" x 11-1/4" (211mm x 286mm)

Two Page Spread

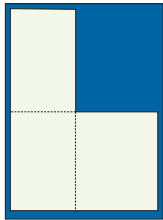


Insertions	Rate
1x	\$11710
3x	\$10950
6x	\$10360
12x	\$9900
18x	\$9545
24x	\$9250
30x	\$9010
36x	\$8795

Mechanical Requirements:

Trim: 15-5/8" x 10-3/4" (396mm x 273mm)
Bleed: 16-1/8" x 11-1/4" (409mm x 285mm)

1/2 Page - Horizontal & Vertical



Insertions	Rate
1x	\$4685
3x	\$4375
6x	\$4150
12x	\$3950
18x	\$3815
24x	\$3695
30x	\$3600
36x	\$3525

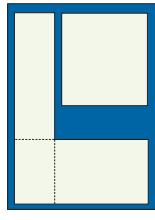
Mechanical Requirements: Horizontal

Trim: 7 x 4-7/8" (178mm x 124mm)
Bleed: 8-5/16 x 5-7/8" (211mm x 149mm)

Vertical

Trim: 3-3/8" x 10" (86mm x 254mm)

1/3 Page - Horizontal, Vertical, Square



Insertions	Rate
1x	\$3555
3x	\$3320
6x	\$3145
12x	\$3005
18x	\$2900
24x	\$2795
30x	\$2735
36x	\$2655

Mechanical Requirements: Horizontal

Trim 7" x 3-3/8" (178mm x 86mm)

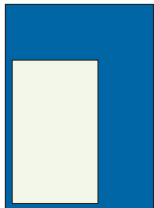
Vertical

Trim 2-3/16" x 10" (56mm x 254mm)

Square

Trim 4-9/16" x 4-7/8" (116mm x 124mm)

1/2 Page Island

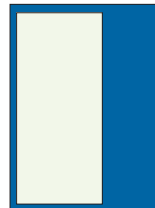


Insertions	Rate
1x	\$4685
3x	\$4375
6x	\$4150
12x	\$3950
18x	\$3815
24x	\$3695
30x	\$3600
36x	\$3525

Mechanical Requirements:

Trim: 4-9/16" x 7-1/2" (116mm x 190mm)

2/3 Page Vertical

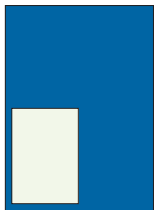


Insertions	Rate
1x	\$5735
3x	\$5360
6x	\$5065
12x	\$4840
18x	\$4680
24x	\$4525
30x	\$4415
36x	\$4305

Mechanical Requirements:

Trim: 4-9/16" x 10" (116mm x 254mm)

1/4 Page

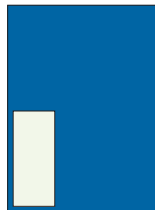


Insertions	Rate
1x	\$2560
3x	\$2400
6x	\$2275
12x	\$2175
18x	\$2090
24x	\$2025
30x	\$1980
36x	\$1940

Mechanical Requirements:

Trim: 3-3/8" x 4-7/8" (86mm x 124mm)

1/6 Page

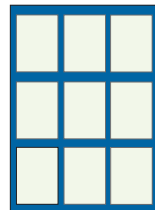


Insertions	Rate
1x	\$2005
3x	\$1875
6x	\$1765
12x	\$1700
18x	\$1635
24x	\$1585
30x	\$1550
36x	\$1500

Mechanical Requirements:

Trim: 2-3/16" x 4-7/8" (56mm x 124mm)

Micro Ad



Insertions	Rate
1x	\$870
3x	\$815
6x	\$760
12x	\$715
18x	\$700
24x	\$675
30x	\$650
36x	\$620

Mechanical Requirements:

Trim: 2-3/16" x 3" (56mm x 76mm)

Printing Process

Web Offset

Binding Method

Perfect Bound

Line Screen

133

Max Density

4 Color: 300%

Materials

Preferred digital format: PDF

Please see our materials specifications site:

http://www.bpc.com/premedia/brown_specs_v4.01.pdf

Proofs

One SWOP-certified proof

Safety

Keep all LIVE matter, not intended to trim, 1/4" from TRIM edges
(Non-bleed ads are listed at the maximum outside dimensions for that space)

Gutter Safety for Spreads

Allow 1/4" on each side of Gutter for 1/2" total gutter safety

Shipping

You may ship your advertising materials in any of three ways.

- ▶ Physical shipment of advertising materials
Attn: Ed Kiessling
Microwave Journal®
685 Canton Street
Norwood, MA 02062
- ▶ E-mail your advertising materials – files under 10Mb to
– ads@mwjournal.com
- ▶ Files over 10Mb – Send your materials to our FTP site
Call Ed Kiessling at 781-769-9750 x3201 for details

For any additional ad related questions, please contact:

Ed Kiessling
Tel: 781-769-9750 x3201
ekiessling@horizonhouse.com

Classified Advertising

\$275 per column inch (one inch minimum). Charge is noncommissionable. Payment due with order.
Copy will be set in seven-point type, approximately six words per line, 10 lines per inch.