

1. ADVERTISING RATES *standard-size units*

Per insertion black & white	Number of issues				
	1	3	6	9	12
Full page	\$2190	\$2110	\$2030	\$1980	\$1920
2/3 page	1530	1480	1420	1380	1340
1/2 page island	1320	1270	1220	1190	1160
1/2 page	1200	1160	1110	1080	1050
1/3 page island	900	870	840	820	790
1/3 page	820	790	760	740	720
1/4 page	660	640	620	600	580
1/6 page	440	420	410	400	390
per column inch	88	84	82	80	76

2. COLOR RATES *(other than black)*

Color:	Black & white plus \$310
Match color:	Black & white plus \$380
4-Color Process:	Black & white plus \$930

3. COVERS & SPECIAL POSITIONS

Only full-page advertisements are accepted for cover positions. Front cover is not available.

Black & white	Number of issues				
	1	3	6	9	12
Back cover	\$2630	\$2530	\$2430	\$2370	\$2300
Second cover	2520	2430	2330	2270	2210
Third cover	2410	2320	2230	2170	2110

Other special positions: Black & white rates plus ten percent

4. BLEED OR OVERSIZE ADS & INSERTS

Check with publisher to determine acceptability and rates.

5. RATE PROTECTION

Rate revisions become effective after 60-days advance notice. Contract advertisers are protected at their contracted rates for issues published within 90 days of the effective date of the rate revision.

6. FREQUENCY RATES

Earned rate is determined by the number of issues used within a consecutive 12-month period. A contract-year or 12-month period begins with the issue containing the first insertion. Two or more advertisements, regardless of size, in a single issue constitute one insertion. One-sixth page is the minimum rate-holder size for earning frequency discounts on the same or larger space. Orders are not accepted for more than one year in advance.

7. SHORT RATES OR REBATES

Advertisers or their agents will be short-rated if within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers or their agents will be rebated if within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they were billed.

8. MECHANICAL REQUIREMENTS

Nominal page size: 8-1/2 inches wide, 11 inches deep.

Type page size: 44 picas (7-3/8 in.) wide, 60 picas (10 in.) deep.

Standard display unit sizes:

	Vertical Arrangement			
	Picas		Inches	
	Wide	Deep	Wide	Deep
Full page	44	x 60	7-3/8	x 10
2/3 page	29	x 60	4-13/16	x 10
1/2 page island	29	x 45	4-13/16	x 7-1/2
1/2 page	21.5	x 60	3-9/16	x 10
1/3 page	14	x 60	2-5/16	x 10
1/4 page	21.5	x 29.5	3-9/16	x 4-7/8
1/6 page	14	x 29.5	2-5/16	x 4-7/8

	Horizontal Arrangement			
	Picas		Inches	
	Wide	Deep	Wide	Deep
Two facing pages	92	x 60	15-1/4	x 10
2/3 page	44	x 40	7-3/8	x 6-5/8
1/2 page	44	x 29.5	7-3/8	x 4-7/8
1/3 page island	29	x 29.5	4-13/16	x 4-7/8
1/4 page	44	x 14.5	7-3/8	x 2-7/8
1/6 page	29	x 14.5	4-13/16	x 2-7/16

Minimum display: one column wide, one inch deep.

Column: 14 picas (2-5/16 in.) wide, 60 picas (10 in.) deep; three columns to the page.

Stock: covers: 60-lb. coated; text: 40-lb. #5 coated.

Binding: stitch and trim.

Printing: web offset.

All ads should be submitted in pdf format and e-mailed to asnews@cin.net no later than the 10th of the month two months preceding the date of issue. PDFs should be created for print production (300 or higher resolution); black text must not appear as four-color or "registration." Full-page ads must be 8-1/2 inches wide by 11 inches deep, allowing for trim to 7-3/8 inches wide by 10 inches deep.

9. ASN BUYERS' GUIDE ADVERTISING

All orders accepted on a 'til-forbid basis. Advertiser must certify in writing that his firm is an authorized distributor for each manufacturer under which his listing is to appear. New *Original Equipment Parts* or *Components & Accessories* headings will be provided at no additional charge if they presently do not exist in the *ASN Buyers' Guide*.

Rates per issue:	Optional (phone, fax, etc.) add'l lines		Total
	1 through 5 two-line listings, each	\$15.00	
6 through 11 two-line listings, each	13.80	6.90	20.70
12 or more two-line listings, each	10.80	5.40	16.20

10. CLASSIFIED ADVERTISING

Non-display classified advertising (ten-word minimum) rate per word, per insertion: \$1.40. Two or more consecutive issues, same copy, rate per word, per insertion: \$1.20. Use of an ASN box number: \$5.00 (one-time charge for up to three consecutive issues).