

## ADVERTISING PRODUCTION RATES

- First 15 pages: **add 10%**
- Inside Front Cover Position: **add 15%**  
(take our 1st Spread)
- Inside Back Cover Position: **add 10%**
- Back Cover Position: **add 25%**
- Spreads: **10% discount on second page**
- Guaranteed Positions: **add 10%**

\*Rates are NET. Agencies ADD 15% commissions

		<b>NET RATES</b>				
		1 Issue	3 Issues	6 Issues	9 Issues	12 Issues
<b>4-color</b>	<b>Full Page</b>	\$13,000	\$12,650	\$12,250	\$11,470	\$10,950
	<b>2/3 Page</b>	\$9,385	\$9,100	\$8,825	\$8,260	\$7,880
	<b>1/2 Page</b>	\$7,035	\$6,830	\$6,615	\$6,195	\$5,915
	<b>1/3 Page</b>	\$4,950	\$4,805	\$4,655	\$4,360	\$4,160
	<b>1/4 Page</b>	\$3,780	\$3,670	\$3,550	\$3,325	\$3,175

\*Advertising agencies add 15%. Upgrading creative in digital version of CRM magazine to rich media (Flash, streaming audio/video, plus \$750 net).

**Belly Bands** – Trade show distribution only.

**Gatefolds, Inserts, Polybags, and Split Covers** – and other unusual creative units, please inquire with your advertising representative for cost and availability.

For the latest updated media information, go to:

[www.destinationCRM.com/about/advertising.asp](http://www.destinationCRM.com/about/advertising.asp)

### Publisher's Requirements

1. All clients must submit a credit application before their first insertion.
2. No cancellations are permitted after the Ad Close Date.
3. Advertisers contracted to run in Premium Positions must give 30-day notice before the issue's Ad Close Date.
4. Unfulfilled contracts will be short-rated to the actual frequency level and all merchandising will be charged back to the advertiser.
5. Advertisers submitting insertion orders past the Ad Close Date forfeit their position requests.
6. All materials must be submitted by the Materials Close Date, or the magazine does not take responsibility for mistakes.
7. No positions are guaranteed unless advertisers have agreed to pay the premium position charges.
8. Advertisers with invoices past 90 days due will be assessed interest at the rate of 1.5% per month.
9. Publisher must approve in writing any exception of deviations from these requirements.

### ADVERTISING PRODUCTION DATES

	Ad Close Dates	Materials Close Dates
<b>January 2009</b>	10/31/2008	11/20/2008
<b>February 2009</b>	12/5/2008	12/23/2008
<b>March 2009</b>	1/2/2009	1/22/2009
<b>April 2009</b>	1/30/2009	2/20/2009
<b>May 2009</b>	3/6/2009	3/24/2009
<b>June 2009</b>	4/10/2009	4/24/2009
<b>July Buyer's Guide 2009</b>	5/1/2009	5/15/2009
<b>July 2009</b>	5/8/2009	5/22/2009
<b>August 2009</b>	6/6/2009	6/22/2009
<b>September 2009</b>	6/26/2009	7/14/2009
<b>October 2009</b>	8/7/2009	8/24/2009
<b>November 2009</b>	9/4/2009	9/22/2009
<b>December 2009</b>	10/9/2009	10/22/2009
<b>January 2010</b>	11/13/2009	11/22/2009
<b>February 2010</b>	12/12/2009	12/20/2009

### ADVERTISING CONTACTS

Bob Fernekees, Group Publisher  
212-251-0608, x106  
bfernekees@destinationCRM.com

**Mountain & Pacific**  
Dennis Sullivan  
Advertising Director  
800-248-8466, x538  
dennis@destinationCRM.com

**Eastern & Central**  
Adrienne Snyder  
Advertising Director  
201-327-2773  
adrienne@destinationCRM.com

	Bleed Width	Bleed Height	Non-bleed Width	Non-bleed Height
<b>Full Page</b>	8-1/8"	10-3/4"	7-1/8"	9-3/4"
<b>Full Page (trims to)</b>	7-7/8"	10-1/2"	7-7/8"	10-1/2"
<b>Spread</b>	16-1/4"	10-3/4"	14-1/4"	9-3/4"
<b>Spread (trims to)</b>	15-3/4"	10-1/2"	15-3/4"	10-1/2"
<b>2/3 Page-Vertical</b>	5-1/8"	10-3/4"	4-5/8"	9-3/4"
<b>Half-Page-Vertical</b>	4-1/6"	10-3/4"	3-9/16"	9-3/4"
<b>Half-Page-Island</b>	5-1/8"	7-1/4"	4-5/8"	7"
<b>Half-Page-Horizontal</b>	8-1/8"	5-3/8"	7-1/8"	4-3/4"
<b>Half-Page Spread</b>	16-1/4"	5-3/8"	14-1/4"	4-3/4"
<b>1/3 Page-Vertical</b>	2-5/8"	10-3/4"	2-1/4"	9-3/4"
<b>1/3 Page-Square</b>	5-1/8"	5-1/8"	4-5/8"	4-5/8"
<b>1/4 Page-Vertical</b>	N/A	N/A	3-9/16"	4-3/4"

Preferred Positions\*\*

## DIGITAL AD SUBMISSIONS GUIDELINES

**CTP Specification** – We accept the following formats:

### Hi-Res press optimized PDF

- fonts must be embedded
- set black to overprint
- convert PMS to CMYK
- images must be in CMYK
- 300 dpi images only

### Trouble-free QuarkXPress 6.5 or earlier (Mac)

- all art and postscript fonts for Mac enclosed; do not use true type fonts
- CMYK color specifications only
- high-resolution 300 dpi images at 100% size, no local rotation or flipping in Quark
- TIFF file format for raster images; EPS file format for vector images
- flatten image files in their native applications before placing in Quark
- convert EPS fonts to paths/outlines (save with "include document fonts" option) or provide all font files used by the EPS

### Photoshop TIFF files for Macintosh

- CMYK, 300 dpi, size and bleeds according to pub specs

**When renaming files, make sure to keep the proper file extension (i.e., .eps, .qud, .pdf, etc.)**

### Submission on CD

- Mark disk with title of ad, name of agency, publication/issue in which ad will be placed
- Once the disk has been mailed, please email to: **adsubmit@infoday.com** the name of the document you submitted, name of the advertiser, and the issue/publication in which you are placing your ad.
- Make sure to also overnight a high-quality hard copy proof of your ad (see address info at right)

**For proper sizing of your ad, please refer to the publication's rate card. Add 1/4" on all sides for bleed.**

## AD SIZES

Each magazine is printed Web offset, to SWOP standards; perfect bound and jogs to the foot.

**Trimmed page size** is 7-7/8"x10-1/2".

**Bleed page size** is 8-1/8"x10-3/4", which includes 1/8" trim margin on all four sides.

Please keep live matter 3/8" from trim: head, foot, side, and gutter.

Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread.

For the latest updated media information, go to: [www.destinationCRM.com](http://www.destinationCRM.com)

## Requirements

- We will only accept digital files. Please review the Digital Ad Submission Guidelines prior to sending your creative.
- All advertising materials will be destroyed after use. Should you require that files be returned, please submit a written request (when submitting materials) to CRM magazine at the address below.

### Uploading Digital Files

WEB ADDRESS: <http://files.infoday.com>  
ACCOUNT: Advert  
PASSWORD: advert1

Once the file is uploaded, please email to [adsubmit@infoday.com](mailto:adsubmit@infoday.com)

The name of the document you uploaded, name of the advertiser and the issue/publication in which you are placing your ad. Make sure to also overnight a high quality proof of your ad to:

CRM magazine Production Department  
Information Today, Inc.  
143 Old Marlton Pike  
Medford, NJ 08055  
Attn: Michael Hardwick  
[mhardwick@infoday.com](mailto:mhardwick@infoday.com)  
609-654-6266 x130