

2009 ADVERTISING RATES

General Advertising Rates

Combination — (School Planning & Management and College Planning & Management when placed in the same month)

| Black & White Rates | 1x | 3x | 6x | 9x | 12x | 18x | 24x |
|---------------------|--------|--------|--------|--------|--------|-------|-------|
| 1 Page | 11,995 | 11,685 | 11,165 | 10,650 | 10,205 | 9,705 | 9,355 |
| 2/3 Page | 9,275 | 8,815 | 8,360 | 7,990 | 7,590 | 7,220 | 6,955 |
| 1/2 Page (island) | 8,265 | 7,835 | 7,425 | 7,025 | 6,680 | 6,425 | 6,210 |
| 1/2 Page (standard) | 7,085 | 6,735 | 6,465 | 6,105 | 5,770 | 5,565 | 5,315 |
| 1/3 Page | 4,515 | 4,285 | 4,055 | 3,845 | 3,645 | 3,535 | 3,420 |
| 1/4 Page | 3,425 | 3,250 | 3,075 | 2,895 | 2,725 | 2,615 | 2,535 |

| Color Rates | Per Ad | Spread |
|---|--------|--------|
| Standard 2nd Process Color | 780 | 1,015 |
| Matched Color | 960 | 1,200 |
| Four Color Process | 1,500 | 2,400 |
| Five Color (4-c plus one matched color) | 2,250 | 3,375 |

School Planning & Management ONLY

| Black & White Rates | 1x | 3x | 6x | 9x | 12x | 18x | 24x |
|---------------------|-------|-------|-------|-------|-------|-------|-------|
| 1 Page | 8,200 | 7,830 | 7,540 | 7,205 | 6,880 | 6,570 | 6,320 |
| 2/3 Page | 6,220 | 5,920 | 5,635 | 5,420 | 5,155 | 4,900 | 4,750 |
| 1/2 Page (island) | 5,540 | 5,265 | 5,015 | 4,750 | 4,485 | 4,315 | 4,195 |
| 1/2 Page (standard) | 4,740 | 4,515 | 4,385 | 4,130 | 3,880 | 3,775 | 3,615 |
| 1/3 Page | 3,030 | 2,875 | 2,730 | 2,590 | 2,450 | 2,370 | 2,305 |
| 1/4 Page | 2,355 | 2,235 | 2,135 | 2,000 | 1,880 | 1,800 | 1,745 |

| Color Rates | Per Ad | Spread |
|---|--------|--------|
| Standard 2nd Process Color | 450 | 610 |
| Matched Color | 570 | 720 |
| Four Color Process | 1,000 | 1,600 |
| Five Color (4-c plus one matched color) | 1,650 | 2,275 |

College Planning & Management ONLY

| Black & White Rates | 1x | 3x | 6x | 9x | 12x | 18x | 24x |
|---------------------|-------|-------|-------|-------|-------|-------|-------|
| 1 Page | 5,910 | 5,600 | 5,295 | 5,040 | 4,850 | 4,590 | 4,430 |
| 2/3 Page | 4,445 | 4,210 | 3,970 | 3,770 | 3,570 | 3,400 | 3,285 |
| 1/2 Page (island) | 3,965 | 3,740 | 3,525 | 3,325 | 3,190 | 3,075 | 2,945 |
| 1/2 Page (standard) | 3,400 | 3,230 | 3,040 | 2,880 | 2,750 | 2,620 | 2,495 |
| 1/3 Page | 2,165 | 2,050 | 1,925 | 1,825 | 1,740 | 1,690 | 1,625 |
| 1/4 Page | 1,665 | 1,585 | 1,485 | 1,400 | 1,330 | 1,270 | 1,240 |

| Color Rates | Per Ad | Spread |
|---|--------|--------|
| Standard 2nd Process Color | 450 | 610 |
| Matched Color | 570 | 720 |
| Four Color Process | 1,000 | 1,600 |
| Five Color (4-c plus one matched color) | 1,650 | 2,275 |

business builder

Frequency Packages are designed to maximize the effectiveness of your advertising contract and save you money! Our Business Builder Program adds FREE merchandising bonuses to your marketing and media mix. See the Marketing Support brochure for details on merchandising bonuses. To receive Business Builder Program rates, your schedule must be for half-pages or larger and the entire schedule must be signed at the beginning of your run. All Business Builder Program rates include four-color and are non-cancellable.

| Ad Size | Bronze Circle 3x Schedule | Silver Circle 6x Schedule | Gold Circle 12x Schedule |
|----------------------|------------------------------|------------------------------|-----------------------------|
| Combination | | | |
| 1 Page | 12,265 | 11,525 | 10,065 |
| 2/3 Page | 9,595 | 8,970 | 7,820 |
| 1/2 Page (island) | 8,680 | 8,120 | 7,035 |
| 1/2 Page (standard) | 7,660 | 7,245 | 6,250 |
| SP&M Only | | | |
| 1 Page | 8,210 | 7,770 | 6,775 |
| 2/3 Page | 6,435 | 6,035 | 5,295 |
| 1/2 Page (island) | 5,825 | 5,475 | 4,715 |
| 1/2 Page (standard) | 5,130 | 4,900 | 4,195 |
| CP&M Only | | | |
| 1 Page | 6,140 | 5,730 | 5,030 |
| 2/3 Page | 4,845 | 4,520 | 3,930 |
| 1/2 Page (island) | 4,405 | 4,115 | 3,605 |
| 1/2 Page (standard) | 3,935 | 3,675 | 3,225 |

Cover and Premium Position Rates

| | |
|-------------------------|----------------------|
| Back Cover | 15% over earned rate |
| Inside Front Cover | 10% over earned rate |
| Inside Back Cover | 5% over earned rate |
| Other Premium Positions | 5% over earned rate |

Info Mart

- School Planning & Management and College Planning & Management Info Mart sections are published inside the magazines in the January, March, May, July, September, and November issues.
- Specifications: Format 3-3/8" wide by 2-1/4" deep, full color, eight descriptions per page. **Headline:** Maximum 40 characters/spaces. **Copy:** Maximum 40 word product/service profile. Copy that does not conform to these specifications or our editorial style may be edited. **Graphic:** Full color photo representing your product/service. 300 dpi minimum, JPG format preferred.

| Rates | SP&M/ CP&M | SP&M ONLY | CP&M ONLY |
|----------|---------------|--------------|--------------|
| 6 issues | \$1,190/ea. | \$850/ea. | \$520/ea. |
| 3 issues | \$1,310/ea. | \$930/ea. | \$575/ea. |
| 1 issue | \$1,495/ea. | \$1,025/ea. | \$695/ea. |

Inserts and Business Reply Cards

Please contact your Advertising Sales Representative for rates, shipping instructions, and production specifications.

PETER LI  **EDUCATION GROUP**
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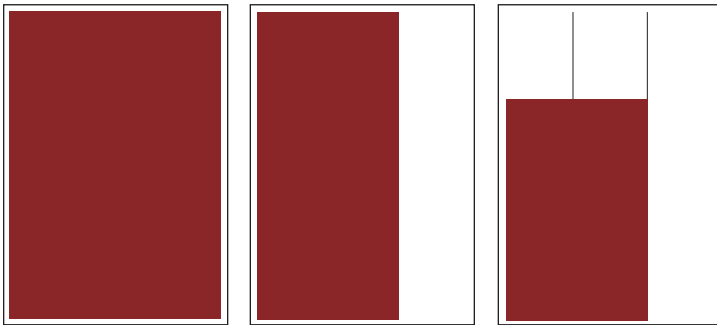
Special Projects Manager

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2009 ADVERTISING SPECIFICATIONS

Mechanical Requirements

- a. Publication trim size:** 7-7/8" x 10-7/8"
- b. Maximum image area**
- | | Width | Depth |
|-----------------------|---------|--------|
| One Page | 7" | 10" |
| 2/3 Page | 4-9/16" | 10" |
| 1/2 page (island) | 4-9/16" | 7-1/2" |
| 1/2 page (horizontal) | 7" | 4-7/8" |
| 1/2 page (vertical) | 3-7/16" | 10" |
| 1/3 page (vertical) | 2-3/16" | 10" |
| 1/3 page (square) | 4-9/16" | 4-7/8" |
| 1/4 page | 3-7/16" | 4-7/8" |
- c. Depth of column:** 10"
- d. One page bleed:** Untrimmed size: 8-1/8" x 11-1/8".
 Trim size: 7-7/8" x 10-7/8".
 Live matter should be 1/4" from trim edge.
- e. Printing:** Web offset.



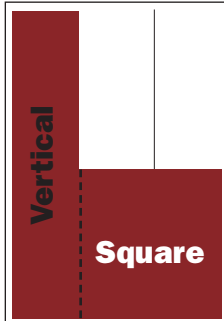
FULL PAGE
(non-bleed)
7" x 10"

2/3 PAGE
(non-bleed)
4-9/16" x 10"

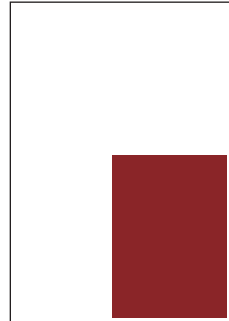
1/2 PAGE ISLAND
(non-bleed)
4-9/16" x 7-1/2"



1/2 PAGE (non-bleed)
Horizontal: 7" x 4-7/8"
Vertical: 3-7/16" x 10"



1/3 PAGE (non-bleed)
Horizontal: 2-3/16" x 10"
Square: 4-9/16" x 4-7/8"



1/4 PAGE
(non-bleed)
3-7/16" x 4-7/8"

Materials

- a.** Submissions should be made using our File Transfer Site.
 Go to: <http://www.PeterLi.com>
 Select: Prepress Tech Support
 User Name: **school**
 Password: **planning71**
- b.** Electronic files on CD are also acceptable. Label materials with magazine issue date, agency name, phone number, contact name, and advertiser.
- c.** Hard-copy color proof MUST accompany all submissions of ad materials, including submissions sent to the FTP site.
- d.** Desktop File Formats: PDF/X-1A files are preferred. EPS, TIF, InDesign, and Mac Quark 5.0 files are acceptable. Build pages to trim size and extend bleed beyond page edge at least 1/8 inch. PDF files must be high resolution, 300 dpi or greater, with colors in CMYK mode and fonts embedded.
- e.** Color Calibration: SWOP standards, GATF SWOP approved scales, targets, and color patches. Include 5%, 25%, 75% 100%, C, M, Y, K, control patches (color bars).
- f.** Proofs are not furnished unless requested in writing and material is supplied at least two weeks in advance of regular closing date. Proofs will be billed separately.
- g.** For preprinted inserts furnished by advertiser, contact Advertising Production Manager for acceptability, mechanical requirements, materials due date, and shipping instructions.
- h.** Send materials, except preprinted inserts, to:
 Advertising Production Manager
 2621 Dryden Road, Suite 300, Dayton, OH 45439
 Phone: 800/523-4625, Fax: 800/370-4450

Issue and Closing Dates

- a.** Both *School Planning & Management* and *College Planning & Management* are published monthly.
- b.** Reservations, instructions, reader inquiry information, and any copy and samples for mailing must be received by the closing date.
- c.** Cancellations are not accepted after the closing date.

| Issue | Closing Date | Materials Due | Issue | Closing Date | Materials Due |
|----------|--------------|---------------|-----------|--------------|---------------|
| January | 1-Dec | 8-Dec | July | 1-Jun | 8-Jun |
| February | 2-Jan | 9-Jan | August | 1-Jul | 8-Jul |
| March | 2-Feb | 9-Feb | September | 3-Aug | 10-Aug |
| April | 2-Mar | 9-Mar | October | 1-Sep | 8-Sep |
| May | 1-Apr | 8-Apr | November | 1-Oct | 8-Oct |
| June | 1-May | 8-May | December | 2-Nov | 9-Nov |

Contact

- a. Publisher:** Peter Li Education Group, 2621 Dryden Road, Suite 300, Dayton, OH 45439. Phone 800/523-4625, Fax 800/370-4450.
- b. Chairman of the Board** — Peter Li
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Editor, CP&M — Shannon O'Connor, SOConnor@PeterLi.com
Ad Production Manager — Rosemarie Brown, RBrown@PeterLi.com

Terms, Commissions, Cash Discounts

- a. Terms:** Net 30 days.
- b. Billing date:** Invoices rendered on issue date
- c.** 15% agency commission granted to advertising agencies when invoice is paid within 30 days.
- d.** Advertisers billed at contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the actual earned rate.

Copy and Contract Regulations

- a.** All insertion orders for advertising are accepted subject to the terms and provisions of the current advertising rate card. No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the Publisher's stated policies and current rate card will be binding on the Publisher. All position stipulations that appear on orders will be treated as requests unless guaranteed in writing by the Publisher.
- b.** Advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violations of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication.
- c.** The Publisher reserves the right to exclude any advertising that does not conform to the standards of the publication. All advertisements must be clearly and prominently identified by trademark or other identification of the advertiser. The word *advertisement* shall be printed at the top or bottom of advertisements that, in the opinion of the Publisher, might be confused with editorial material.
- d.** The forwarding of an insertion order or space contract shall be construed as acceptance of all rates and conditions set forth in this card.
- e.** Rates are subject to change without notice.
- f.** Frequency discounts are based on calendar year. Cancellation of space reservation by the Advertiser or its agent will result in an adjustment of the rate to reflect the actual space used at the earned frequency or volume rate.
- g.** All advertising composition and camera-ready preparation must be separately paid for by the Advertiser.
- h.** The Advertiser and its Advertising Agency, if there is one, shall be jointly and severally liable for payment of all monies due and payable to the Publisher.
- i.** The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, product showcase, case history, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy or any corrections or changes made to the Advertiser's copy/materials.