

# 2010 ADVERTISING RATES

2010 Rate Card Rate Card No. 43 • Rates Effective January 2010

## 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

## MAXIMIZE YOUR ADVERTISING EFFECTIVENESS WITH OUR BUSINESS BUILDER PROGRAM

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		Silver Circle		Gold Circle	
	3x Schedule		6x Schedule		12x Schedule	
<b>COMBINATION</b>	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		
<b>SP&amp;M ONLY</b>	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		
<b>CP&amp;M ONLY</b>	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 MARTS/SUPPLIER SPOTLIGHTS

**Info Mart** sections are published inside the magazines in the January, March, May, July, September and November issues.

**Supplier Spotlight** sections are published inside special topical sections of the magazine: Safety & Security in July; Furniture and Equipment in August; Maintenance in November; Technology in December.

Rates	SP&M CP&M	SP&M ONLY	CP&M ONLY
6 issues	\$1,250/ea	\$900/ea	\$550/ea
3 issues	\$1,375/ea	\$975/ea	\$600/ea
1 issue	\$1,575/ea	\$1,075/ea	\$725/ea

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. Due to the fixed format of Info Marts and Supplier Spotlights, proofs are not supplied.

## CUSTOM PUBLISHING, INSERTS AND BUSINESS REPLY CARDS

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

## GRAPHIC DESIGN SERVICES

Ad creation and graphic design services are available upon request to SP&M and CP&M print advertisers. Rates begin at \$75/hr. with a one-hour minimum. Additional time is billed in 15 minute increments. Customer must supply text and graphics. Additional charges will apply if stock photography must be purchased.

## CONTACT YOUR SALES REPRESENTATIVE

**AK AZ AR CA CO HI ID MT NV  
NM OR TX UT WA WY Canada**

Marcia Rodman-Brumbeau  
800/799-5080  
MBrumbeau@PeterLi.com

**AL FL GA IN KY LA MS TN WV**

Michael R. Uliss  
877/431-3038  
MUliss@PeterLi.com

**CT MA ME MI NH NY OH PA RI VT**

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866/895-8894  
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CDewey@PeterLi.com

**COLLEGE** | **SCHOOL**  
Planning & Management | Planning & Management

**2621 Dryden Road, Suite 300  
Dayton, OH 45439 • 800/523-4625  
Fax 800/370-4450  
webSPM.com • webCPM.com**

PETER LI EDUCATION GROUP

# 2010 ADVERTISING SPECS

## Mechanical Requirements

a. **Publication trim size:** 7-7/8" x 10-7/8"

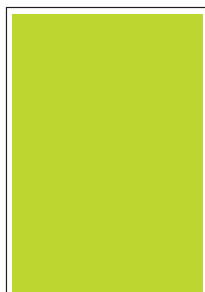
b. Maximum image area	Width	Depth
One Page	7"	10"
2/3 Page	4-9/16"	10"
1/2 Page (island)	4-9/16"	7-1/2"
1/2 Page (horizontal)	7"	4-7/8"
1/2 Page (vertical)	3-7/16"	10"
1/3 Page (vertical)	2-3/16"	10"
1/3 Page (square)	4-9/16"	4-7/8"
1/4 Page	3-7/16"	4-7/8"

c. **Full-Page Bleed:** Available for full-pages and advertising spreads only.

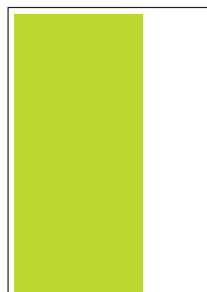
Bleed size: 8-1/8" x 11-1/8"

Trim size: 7-7/8" x 10-7/8".

Live matter should be 1/4" from trim edge.



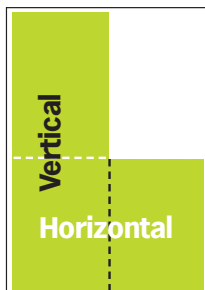
**FULL PAGE**  
(non-bleed)  
7" x 10"



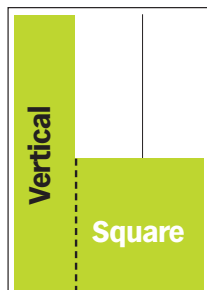
**2/3 PAGE**  
(non-bleed)  
4-9/16" x 10"



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



**1/2 PAGE STANDARD**  
(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

- Submissions should be made using our File Transfer Site. Go to: [www.PeterLi.com](http://www.PeterLi.com)  
Select: Prepress Tech Support  
User Name: **school**  
Password: **planning71**
- Electronic files on CD are also acceptable. Label materials with magazine issue date, agency name, phone number, contact name and advertiser.
- Hard-copy color proof MUST accompany all submissions of ad materials, including submissions sent to the FTP site.
- 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.
- Color Calibration: SWOP standards, GATF SWOP approved scales, targets, and color patches.
- 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.
- For preprinted inserts furnished by advertiser, contact Advertising Production Manager for acceptability, mechanical requirements, materials due date and shipping instructions.
- Send materials, except preprinted inserts, to:

### Advertising Production Manager

Rosemarie Brown  
2621 Dryden Road, Suite 300, Dayton, OH 45439  
E-mail: [RBrown@PeterLi.com](mailto:RBrown@PeterLi.com)  
Phone: 800/523-4625, Fax: 800/370-4450

## Issue and Closing Dates

- Both *School Planning & Management* and *College Planning & Management* are published monthly.
- Reservations, instructions, reader inquiry information and any copy and samples for mailing must be received by the closing date.
- 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	4-Jan	11-Jan	August	1-Jul	8-Jul
March	1-Feb	8-Feb	September	2-Aug	9-Aug
April	1-Mar	8-Mar	October	1-Sep	8-Sep
May	1-Apr	8-Apr	November	1-Oct	8-Oct
June	3-May	10-May	December	1-Nov	8-Nov

## Contact

- Publisher:** Peter Li Education Group, 2621 Dryden Road, Suite 300, Dayton, OH 45439. Phone 800/523-4625, Fax 800/370-4450.
- Chairman of the Board** — Peter Li  
**Executive Editor & Publisher** — Deborah Moore, [DMoore@PeterLi.com](mailto:DMoore@PeterLi.com)  
**Publishing Directors** — Patty James Mutchler, [PJames@PeterLi.com](mailto:PJames@PeterLi.com)  
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**Editor, CP&M** — Shannon O'Connor, [SOConnor@PeterLi.com](mailto:SOConnor@PeterLi.com)  
**Ad Production Manager** — Rosemarie Brown, [RBrown@PeterLi.com](mailto:RBrown@PeterLi.com)

## Terms, Commissions, Cash Discounts

- Terms:** Net 30 days.
- Billing date:** Invoices rendered on issue date
- 15% agency commission granted to advertising agencies when invoice is paid within 30 days.
- 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

- 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.
- 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.
- 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.
- The forwarding of an insertion order or space contract shall be construed as acceptance of all rates and conditions set forth in this card.
- Rates are subject to change without notice.
- 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.
- All advertising composition and print-ready preparation must be separately paid for by the Advertiser.
- 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.
- 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 Free Information section, product showcase, case history, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.