

BEST'S REVIEW

2010 Print Advertising Rates

Black and White Ad Rates

Frequency

Size	1x	3x	6x	9x	12x	18x	24x
2-Page Spread	\$9,200	\$8,740	\$7,820	\$7,360	\$6,900	\$6,670	\$6,440
½ Spread	\$5,750	\$5,465	\$4,890	\$4,600	\$4,315	\$4,170	\$4,025
Full Page	\$4,600	\$4,370	\$3,910	\$3,680	\$3,450	\$3,335	\$3,220
¾ Page	\$3,450	\$3,280	\$2,935	\$2,760	\$2,590	\$2,500	\$2,415
½ Page	\$2,990	\$2,840	\$2,540	\$2,390	\$2,245	\$2,170	\$2,095
⅓ Page	\$2,235	\$2,125	\$1,900	\$1,790	\$1,675	\$1,620	\$1,565
¼ Page	\$1,770	\$1,680	\$1,505	\$1,415	\$1,330	\$1,285	\$1,240
⅙ Page	\$1,380	\$1,310	\$1,175	\$1,105	\$1,035		
4"	\$1,150	\$1,095	\$980	\$920	\$865		
3"	\$920	\$875	\$780	\$735	\$690		
2"	\$690	\$655	\$585	\$550	\$520		
1"	\$460	\$435	\$390	\$370	\$345		

Four-Color Ad Rates¹

Frequency

Size	1x	3x	6x	9x	12x	18x	24x
2-Page Spread	\$11,990	\$11,530	\$10,610	\$10,150	\$9,690	\$9,460	\$9,230
½ Spread	\$8,540	\$8,255	\$7,680	\$7,390	\$7,105	\$6,960	\$6,815
Full Page	\$6,440	\$6,210	\$5,750	\$5,520	\$5,290	\$5,175	\$5,060
¾ Page	\$5,290	\$5,120	\$4,775	\$4,600	\$4,430	\$4,340	\$4,255
½ Page	\$4,830	\$4,680	\$4,380	\$4,230	\$4,085	\$4,010	\$3,935
⅓ Page	\$4,075	\$3,965	\$3,740	\$3,630	\$3,515	\$3,460	\$3,405
¼ Page	\$3,610	\$3,520	\$3,345	\$3,255	\$3,170	\$3,125	\$3,080
⅙ Page	\$3,220	\$3,150	\$3,015	\$2,945	\$2,875		

Color Charges

One matched color	\$705
One-matched-color spread.....	\$1,055
Two matched colors	\$1,700
Two-matched-color spread.....	\$2,575
Four-color process	\$1,840
Four-color-process spread.....	\$2,790
Metallic inks, per color	\$1,305
Metallic inks, spread	\$1,945

Premium Positioning²

Table of Contents.....	+15%
Covers.....	+15%
Pages 6-13 ³	+10%
Special I&A Advertising Section.....	+10%
All other guaranteed positions	+10%

Professional Services Section Ads⁴

2 ½" x 3"	\$2,515
2 ⅞" x 2"	\$1,720
2 ⅞" x 1"	\$870

Postcards⁵

Available only with a full-page ad.....	\$2,365
Alternate placement.....	\$1,090 ⁶

Belly-Band Wrap⁷

For trade show distribution only.....	+ \$2,350 ⁶
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Advertisers within the Issues & Answers special advertising sections are eligible to receive frequency discounts based on their annual *Best's Review* advertising schedule. While this offer includes two pages of advertising, only one page is counted toward an advertiser's frequency discount since the pricing is based on one page of advertising plus a 10% premium positioning charge. The same standard color fees will apply to ads in the Issues & Answers advertising sections. Advertisers appearing in the special Issues & Answers advertising sections will receive the following:

- A spread dedicated to the advertiser's company. The left-hand page will display a full-page ad submitted by the company, and the right-hand page will contain an interview with one or more employees from the advertiser's company. The final copy of this interview will be edited by *Best's Review's* staff and is subject to the advertiser's review.
- The full interview will be available online as part of the Issues & Answers Podcast Series, and a copy of the audio file will be sent to the advertiser's company for placement on their Web site.
- The Issues & Answers section will also be featured in the online version of *Best's Review*, *Best's Review - Digital*, and will be hosted in the Issues & Answers archive section. Ads in the online versions of Issues & Answers will include links to advertisers' Web sites.
- 200 reprints consisting of a four-page flyer that features the company's ad, as well as the interview with their company featured alongside their ad. If an advertiser would like to purchase additional reprints, standard reprint rates apply. A PDF of the advertisement and Issues & Answers piece is available upon request.

1. B/W ad rates + four-color-process charges. 2. On space only. 3. If a 2-page spread is placed between the Table of Contents pages which results in the TOC ending in the 6-13 page range, a 15% premium positioning charge will still apply to the spread. A 15% premium positioning rate would also apply to any additional spreads that are purchased between the TOC pages regardless of what number page they appear on. 4. 12-month commitment required. B/W ads only. 5. Postcards jog to top of the magazine. A \$1,050 net tip-in charge applies for all other placement. 6. Net. 7. For certain trade shows, a premium charge may apply. It is required that three full-page ads be placed for each purchased belly-band wrap. Each advertiser will be permitted to purchase belly-band wraps for four trade shows in a given calendar year. (There is a maximum of 100 names per show.)

BEST'S REVIEW

Print Advertising Rates: Inserts

Regional Inserts

Best's Review's regional insert program adds flexibility and customization to your advertising campaign. Simply select the states to be included in your geographic run, and we will insert your advertisement to appear only in the states you choose. You get the prestige of a national, award-winning magazine with the cost and efficiency of a regional campaign. Cost is based on the total circulation of your selected geographic run, which is based on our most recent BPA Audit Statement and multiplied by the cost per thousand readers as follows:

One-Page, Single-Leaf, Two-Sided Insert

Circulation	Gross
4,000 – 5,999*	\$405 / M
6,000 – 7,499	\$365 / M
7,500 – 9,999	\$320 / M
10,000 and Up	\$290 / M

Minimum Billing: \$1,520 gross. Call for quote on multiple-page inserts

*Circulation under 4,000 is covered in the minimum billing charge.

National Inserts

Run your multiple-page insert nationally in *Best's Review* at a substantial savings over ROP rates:

2 Pages (single-leaf, two sided)	\$7,260
4 Pages	\$13,050
8 Pages	\$20,150
12 Pages	\$22,400
16 Pages	\$29,875
20 Pages	\$32,015
24 Pages	\$33,460
28 Pages	\$35,485
32 Pages	\$36,490
36 Pages	\$38,890
48 Pages	\$44,895
Back-up charge per page	\$770

Minimum single-leaf, two-sided insert. Call for specifications and quantities.

BEST'S REVIEW

2010 Print Mechanical Requirements

Ad Unit Spread	U.S. Standards (inches)		Metric (centimeters)	
	Width	Depth	Width	Depth
Live Area . . . 15	10	38.1 25.4
Bleed 16 ¼	11 ½	41.275 28.257
Trim 16	10 ⅞	40.64 27.622
½ Spread				
Live Area . . . 15	4 ¾	38.1 12.065
Bleed 16 ¼	5 ½	41.275 13.97
Trim 16	5 ¼	40.64 13.335
Full Page				
Live Area . . . 7	10	17.78 25.4
Bleed 8 ¼	11 ½	20.955 28.257
Trim 8	10 ⅞	20.32 27.6225
Fractionals				
⅔ 4 ½	10	11.43 25.4
½ 7	4 ¾	17.78 12.065
½ 4 ½	7 ½	11.43 19.05
½ (island) . . . 3 ½	6	8.89 15.24
⅓ 2 ⅞	10	5.3975 25.4
⅓ 4 ½	4 ¾	11.43 12.065
⅓ 7	3 ¾	17.78 8.255
¼ 4 ½	3 ½	11.43 8.89
¼ 2 ⅞	7 ½	5.3975 19.05
⅙ 2 ⅞	5	5.3975 12.7

Page Layout: 3 columns, each 2 ⅞" wide

Binding Method: Perfect

Digital Ad Submission: Accepted file format is PDF only with fonts and images embedded. A digital color proof is required. For details and specifications visit www.bestreview.com/media/digitalspecs.pdf.

Media Supported: CD-ROM

Note: *Best's Review* uses a PC platform.

File Type: Advertising for *Best's Review* magazine should be submitted as PDF files. Be sure that all fonts are embedded and subset.

Proof: A contract-quality proof such as Kodak Approval™ is required for all ads.¹

Color: Make sure that all spot colors are converted to CMYK when submitting a process-color ad.

Size: Ads should be furnished at the size stated on the insertion order.

Postcard/BRC Dimensions

Minimum size: 3 ½" high by 5" wide.

Maximum size: 4 ¼" high by 6" wide.

Allow additional ⅛" for head trim and ⅛" for grind-off.

Perforation: ⅜" from binding edge.

Minimum paper weight: 75 lb./7 pt. high bulk.

Postcard insert capacity is limited—reserve early.

Advertorials

"Advertisement" must be clearly printed at top of ad.

Supplied Inserts²

Please allow ⅛" trim on all four sides. Send preprinted inserts to:

Best's Review, c/o Cadmus Printing

1991 Northampton St., Easton, PA, 18042

General Shipping Instructions

Send orders and printing material to:

A.M. Best Company, Ambest Road, Oldwick, NJ 08858

Attn: Advertising Production Coordinator

Cancellations

Cancellations are not accepted after closing dates. A space-cost penalty will apply.

Publication Dates: First week of issue month.

For step-by-step instructions on creating and submitting your ad digitally, please visit www.bestreview.com/media/digitalspecs.pdf.

1. Advertisements submitted without an acceptable color proof will be printed to SWOP standards. Publisher will not be responsible for quality of reproduction if materials provided do not meet these specifications.

2. Five review copies must be sent to Advertising Production Coordinator at the Oldwick, NJ, address. (see "General Shipping Instructions," above).