

Registered Rep. 2011

Classified Rates & Specs

Classified Advertising Rates Effective January 2011

Number 35

SIZE	1x	3x	6x	9x	12x	18x
Per col. inch	\$232	\$226	\$214	\$207	\$201	\$189
1 Page	6,947	6,770	6,418	6,206	6,030	5,677
2/3 Page	4,631	4,513	4,278	4,137	4,020	3,785
1/2 Page	3,473	3,385	3,209	3,103	3,015	2,838
1/3 Page	2,315	2,257	2,139	2,069	2,010	1,892
1/6 Page	1,158	1,128	1,070	1,034	1,005	946
1/12 Page	579	564	535	517	502	473

Additional charge for two color: \$280; four color: \$540.

All rates are media commissionable to accredited advertising agencies.

Advertising Dimensions

Units	Width x Depth
1 Page	7" X 10"
2/3 Page	4-5/8" X 10"
1/2 Page (Island)	4-5/8" X 7-3/8"
1/2 Page (Horizontal)	7" X 5"
1/3 Page (Vertical)	2-1/4" X 10"
1/3 Page (Square)	4-5/8" X 4-7/8"
1/6 Page (Vertical)	2-1/4" X 5"
1/6 Page (Horizontal)	4-5/8" X 2-1/2"
1/12 Page (Vertical)	2-1/4" X 2-1/2"
1/12 Page (Horizontal)	4-5/8" X 1-1/4"

Specifications

a. File Formats: PDF, save for high end printing with all fonts embedded. No true type fonts. Adobe Illustrator (10.0, CS, CS2) or Adobe Photoshop (7.0, CS, CS2): .eps or .tiff 150 line screen or 300 d.p.i. CMYK color mode or grayscale. No spot or PMS colors, contour or outline fonts (Illustrator files).

Adobe InDesign (CS, CS2) please use "File/Package..." to gather elements of your ad. Include all screen and printer typefaces (we cannot accept true type fonts).

We can accept both Mac and Windows files. Any Windows compatible application files must be saved in .eps, .tiff, or high-resolution .jpg formats.

Electronic Media: CDs and IOMEGA Zips (100mb) acceptable. Email files to: linda.sargent@penton.com

b. Any files received that do not meet our requirements will result in a request for resubmission.

c. No guarantee on placement requests.

d. *Registered Rep.* will not alter or edit any ad materials. If you are unable to meet the specifications as outlined above, contact your sales representative to make special arrangements.

e. Payment must accompany order. Check, VISA, MasterCard and American Express accepted.

f. Cancellations must be received in writing prior to the space close date. See 2011 Ad Closing & Material Deadlines listing on this page.

g. *Registered Rep.* shall have the right to omit any advertisement when the space allotted to advertising in a particular issue has been filled, but the Advertiser or Agency will not be obligated to pay for any advertisement so omitted. *Registered Rep.* shall not be responsible or liable for any loss or damages suffered by the Advertiser or Agency by reason of *Registered Rep.*'s failure to insert any advertisement in the published issue designated herein or by reason of any printing, publishing or distribution error made by *Registered Rep.*, its printer, agents, contractors or subcontractors. In any such event the Advertiser or Agency, at its option, may direct that such advertisement be inserted in a future issue of *Registered Rep.* upon the terms and conditions contained herein. No refunds.

h. Please see 2011 *Registered Rep.* Media Planner for all Terms and Conditions.

Contact Information

Francine Kelley, Classified Sales Manager
800-443-4969, ext. 1
francine.kelley@penton.com

2011 Ad Closing & Material Deadlines

January

Ad Closing: December 7th

Material Deadline: December 14th

February

Ad Closing: January 7th

Material Deadline: January 14th

March

Ad Closing: February 7th

Material Deadline: February 14th

April

Ad Closing: March 8th

Material Deadline: March 15th

May

Ad Closing: April 6th

Material Deadline: April 13th

June

Ad Closing: May 6th

Material Deadline: May 13th

July

Ad Closing: June 7th

Material Deadline: June 14th

August

Ad Closing: July 7th

Material Deadline: July 14th

September

Ad Closing: August 5th

Material Deadline: August 12th

October

Ad Closing: September 7th

Material Deadline: September 14th

November

Ad Closing: October 6th

Material Deadline: October 13th

December

Ad Closing: November 7th

Material Deadline: November 14th