

Registered Rep. 2009 classified rates

Classified Advertising Rates Effective January 2009

Number 33

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:

lindsey.sutton@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 Ad Coordinator 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 2008 Space Close and Material Deadline 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 2009 *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

2009 space close and material deadlines

JANUARY

Space Close: December 4

Ad Material Deadline: December 11

FEBRUARY

Space Close: January 6

Ad Material Deadline: January 13

MARCH

Space Close: February 6

Ad Material Deadline: February 13

APRIL

Space Close: March 6

Ad Material Deadline: March 13

MAY

Space Close: April 6

Ad Material Deadline: April 13

JUNE

Space Close: May 7

Ad Material Deadline: May 14

JULY

Space Close: June 8

Ad Material Deadline: June 15

AUGUST

Space Close: July 6

Ad Material Deadline: July 13

SEPTEMBER

Space Close: August 6

Ad Material Deadline: August 13

OCTOBER

Space Close: September 7

Ad Material Deadline: September 14

NOVEMBER

Space Close: October 6

Ad Material Deadline: October 13

DECEMBER

Space Close: November 6

Ad Material Deadline: November 13