

PRINT MARKETING OPTIONS

Print advertising in Plant Services remains unequalled in its ability to cost-effectively deliver marketing messages to a large universe of 70,000 potential customers. Marketing-savvy organizations realize that potential customers are open to marketing messages when reading a magazine.

FOUR-COLOR* PRINT ADVERTISING RATES (GROSS)				
	1x	6x	12x	Ad Live Area* (WxD, inches)
Full page	\$7,600	\$6,530	\$5,565	7.875 x 10.5
Two-thirds page	\$6,460	\$5,460	\$4,730	4.5625 x 10
One-half page island	\$4,790	\$4,070	\$3,505	4.5625 x 7.5
One-half page vertical	\$4,790	\$4,070	\$3,505	3.25 x 10
One-half page horizontal	\$4,790	\$4,070	\$3,505	7 x 4.875
One-third page vertical	\$3,855	\$3,320	\$2,840	2.1875 x 10
One-third page square	\$3,855	\$3,320	\$2,840	4.5625 x 4.875
One-quarter page	\$3,425	\$2,945	\$2,505	3.25 x 4.875

* Bleed: 8-1/8" x 10-3/4"; Trim: 7-7/8" x 10-1/2"; Keep live matter at least 1/4" within trim on all sides

