

Database Trends and Applications RATES/SPECS

2011 Magazine Advertising Rates and Opportunities

2011 Advertising Opportunities

Issue	Ad Space Close	Ad Material Close	Street Date
March	1/26	1/31	3/2
June	4/22	4/28	5/27
September	7/25	7/29	8/29
December	10/25	10/31	12/1

2011 Advertising Rates

Page Size	1X	2X	4X
Full Page	\$7,020	\$6,750	\$6,620
1/2 Page-Island	\$6,480	\$6,265	\$6,180
1/2 Page	\$5,575	\$5,385	\$5,295
1/3 Page	\$4,680	\$4,525	\$4,490
1/4 Page	\$3,980	\$3,845	\$3,795



25% Discount from Gross Rate for Black-and-White advertisements.

Back Cover & Inside Front Cover: Add 20%. Center Spread, Inside Back, Cover and other guaranteed Positions: Add 10%.

Payment Terms: Terms are net 30 days from date of invoice. 1.5% interest per month will be incurred on any unpaid balance past 30 days. Invoice date is always the first day of the month of the issue date.

Commissions: All recognized advertising agencies can earn a 15% commission on space and position. Commissions are earned by reserving space and submitting artwork on or before respective due dates. All commissions are forfeited on unpaid invoices more than 45 days past due.

Advertising Contacts

Thomas J. Wilson

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2011 Magazine Production Specs

Magazine Production Specs

Publication Trim Size: 8"x10.75" Live Area: 7.5"x10.25"

Digital material is preferred

Digital Data Specifications

Hi-res press optimized PDF

- fonts must be embedded
- images must be in CMYK
- set black to overprint
- 300 dpi images only
- convert PMS to CMYK

Photoshop TIFF files for Macintosh (CMYK)

- 300 dpi, size and bleeds according to pub specs

Trouble-free Mac QuarkXPress 6.5 or earlier

- all art and postscript fonts for Mac enclosed; do not use true type fonts
- CMYK color specifications only
- high-resolution 300 dpi images at 100% size, no local rotation or flipping in Quark
- TIFF file format for raster images; EPS file format for vector images

- flatten image files in their native applications before placing in Quark
- convert EPS fonts to paths/outlines (save with "include document fonts" option) or
- provide all font files used by the EPS

Artwork can be accepted on a CD-ROM or uploaded to our FTP site. Contact Leslie Pinho by email at lpinho@dbta.com or by phone at (973) 665-1125.

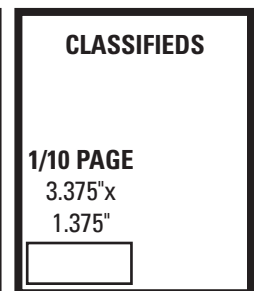
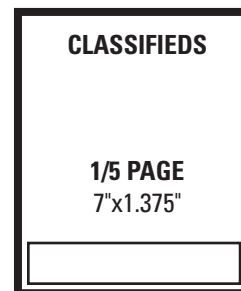
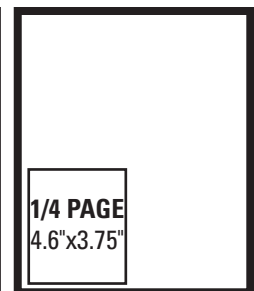
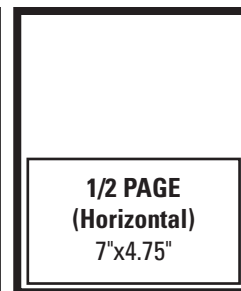
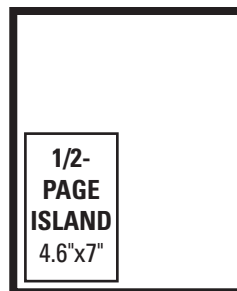
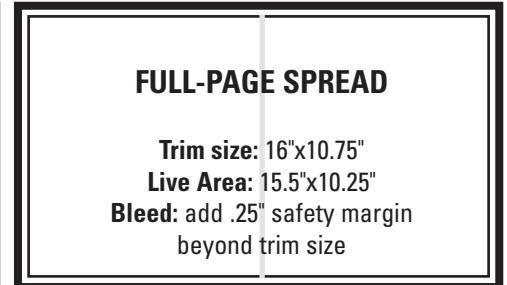
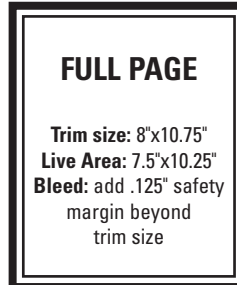
A color proof of the artwork MUST be included.

NOTE: Receipt of nonstandard materials will result in additional charges.

Ship materials and color proof to:

Database Trends and Applications

c/o Unisphere Media
229 Main Street, Chatham, NJ 07928
Tel: 973-665-1120



Production Contacts:

Print Advertising Traffic: Leslie Pinho, Phone: 973-665-1120, Fax: 973-665-1124, Email: lpinho@dbta.com