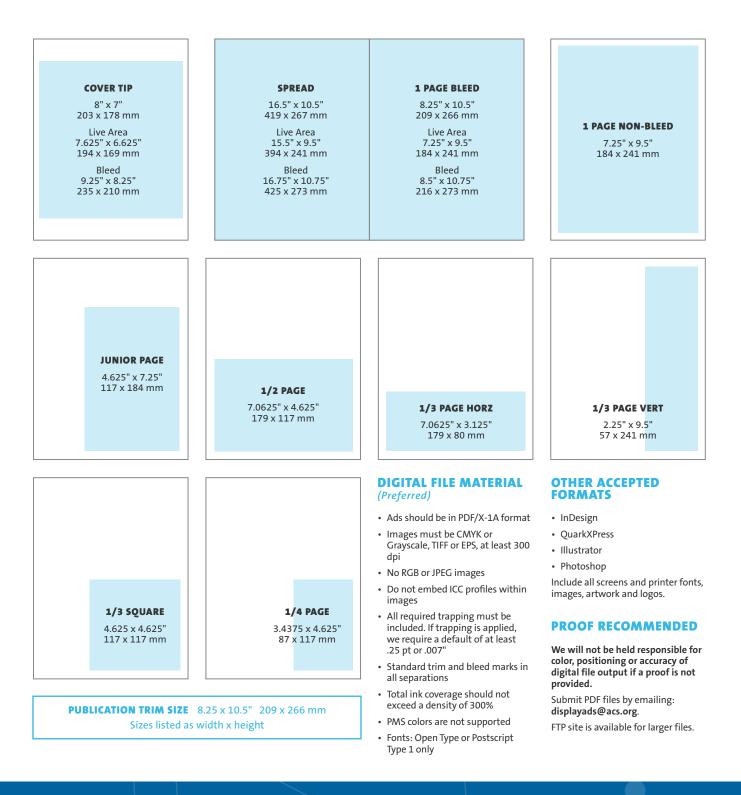


# **c&en** GROUP PRINT ADVERTISING SPECIFICATIONS **PRINT ADVERTISING**



UNIT	1 PAGE	JUNIOR PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
1X	\$13,500	\$9,375	\$8,000	\$5,750	\$4,750
6X	\$12,900	\$8,925	\$7,500	\$5,250	\$4,250
12X	\$12,225	\$8,250	\$6,500	\$4,750	\$3,750
24X	\$11,500	\$7,500	\$6,000	\$4,250	\$3,250

\*Ad rates are per insertion in one publication and include 4-color process at no additional charge.

# **COLOR RATES**

PMS color surcharge per unit: \$1,820

## **COVER RATES**

All covers are: \$14,025 Cover rates include space, position, bleed, and 1-color process or 4-color process.

### **INSERT RATES**

 2 PAGES
 \$6,460 per page
 6 PAGES
 \$4,120 per page

 4 PAGES
 \$5,290 per page
 8+ PAGES
 Call for a Quote

#### **REPLY CARD INSERTS**

SINGLE \$5,050 DOUBLE \$8,880

# **OUTSERTS & COVER TIPS**

COVER TIP	\$13,975
COVERWRAP	\$16,150
SADDLE STITCHED POSTER	\$12,675
TIPPED POSTER	\$19,450

# **SUPPLEMENTS: RIDE ALONG WITH C&EN ISSUES**

FULL PAGE APP NOTE	\$5,750
4-COLOR FULL PAGE AD	\$7,350
2-PAGE APP NOTE	\$8,750
FULL PAGE, 4-COLOR AD & FULL PAGE APP NOTE	\$10,500

## **C&EN ADVERTORIAL PACKAGES**

Ask your rep about these bundles.								
FULL PAGE	\$12,500	HALF PAGE	\$9,500					

FOR REGIONAL TARGETING OF YOUR PRINT ADVERTISEMENTS, CONTACT YOUR SALES REPRESENTATIVE.

Please note rates are reflected as gross.