



Profit with Print Advertising

Connect with print providers cost effectively with *The Big Picture* magazine—the leading industry publication advertisers have trusted to reach this worldwide audience.

Senior and mid-level executives (98%) cite B2B magazines as their top source “to learn about the latest products” over and above any other medium.

Source: American Business Media/Harris Interactive.

Print Advertising Display Rates

	PAGE	2/3 PG	1/2 PG	1/3 PG	1/4 PG	1/6 PG	1/8 PG	SOURCE:
1x	\$6,847	\$5,607	\$4,832	\$3,973	\$3,405	\$2,824	\$2,529	\$1,650
3x	\$6,549	\$5,372	\$4,638	\$3,823	\$3,285	\$2,735	\$2,455	\$1,400
6x	\$6,266	\$5,151	\$4,455	\$3,682	\$3,172	\$2,650	\$2,385	\$1,300
9x	\$5,979	\$4,926	\$4,268	\$3,539	\$3,057	\$2,564	\$2,313	\$1,250
12x	\$5,473	\$4,529	\$3,940	\$3,286	\$2,854	\$2,412	\$2,188	\$1,100
18x	\$5,381	\$4,456	\$3,879	\$3,239	\$2,817	\$2,384	\$2,165	\$1,050
24x	\$5,122	\$4,254	\$3,712	\$3,110	\$2,713	\$2,307	\$2,100	\$1,025

Commissions and Discounts

Black and White Rates

Subtract \$1,100 from the four-color display rate. (Does not apply to SOURCE:)

Corporate/Combination Discounts

Advertisements placed in other ST Media Group International products apply toward frequency rates in *The Big Picture*.

Agency Commission

15% discount to recognized advertising agencies with satisfactory credit rating, and if paid within 30 days.

Insert Rates

Contact your *The Big Picture* account manager for details.

Island Position Rates

Available for half-page vertical ads only and at a 15% premium over black & white page rates.

Bleed Pages

Bleed pages incur no additional charges. Bleed ads are accepted for spreads and full-page ads.

See the e-marketing opportunities section for rates and specifications.

SOURCE: Ad

Design your own ad to fit in a finished space of 3.675 x 4.5 inches OR send us the materials and we'll design the ad:

- One product shot as a digital file (digital pictures need to be 300 DPI and sized to 3.25 x 2.5 in.)
- Up to 100 words of ad copy, which includes your contact information
- Four-color ad
- See display rate chart for pricing
- SOURCE: advertising does not earn frequency discounts for display advertising and is non-commissionable.

When Cahners Research surveyed 4,000 readers from 10 of its publications, it found that an overwhelmingly 94% prefer to specify and purchase advertised products and services versus those that are not advertised – even if the products are identical.

Rate Card 13

Effective with the January 2010 issue.

Print Advertising Specifications

Full Page
8" X 10.875"
(If ad bleeds, add .125" beyond trim on all sides.)

2/3 V
4.5625" X 10"

1/3 V
2.1875" X 10"

1/6 H
4.5625" X 2.3125"

1/2 Island
4.5625" X 7.5"

1/6 V
2.1875" X 4.875"

1/2 H
7" X 4.875"

1/3 H
4.5625" X 4.875"

1/2 V
3.25" X 10"

1/4
3.25" X 4.875"

1/8 H
3.25" X 2.3125"

The Big Picture is printed on web-offset presses. All display advertising rates are based upon the client or agency furnishing compliant digital files and a SWOP-certified color proof. Furnished materials should be manufactured in accordance with SWOP standards. Information on SWOP can be found at www.swop.org.

Live Area: We trim to 8" x 10.875"

Live Matter: Text and any graphics that should not trim must be at least 1/4 in. from the trim.

Bleed: At least 1/8 in. bleed over trim on all sides.

Spreads: Live matter must be at least 3/8 in. from gutter.

Digital File Requirements

- Acceptable File Formats: EPS, TIFF or PDF-X1a.
- No application files will be accepted.
- We work in a Macintosh format.
- All images used in design must be 300 DPI.
- All color images must be CMYK. If you wish to use PMS or spot colors, notify your Account Manager, as additional charges will be applied.

Inserts

Furnished by advertiser; subject to prior approval by publisher. Contact your Account Manager or call 800.925.1110 / 513.263.9392 three months in advance of publication for specifications, quantities and costs.

Digital File Submission Procedures

Web-enabled upload: Visit our convenient upload link at <http://upload.stmediagroup.com> to send your files electronically. Just follow the three simple steps. After your upload is complete, the production coordinator will be contacted via e-mail when your file has arrived.

Mail: You can send your digital files via CD or DVD to *The Big Picture* magazine, Attn: Tricia Houston, 11262 Cornell Park Drive, Cincinnati OH 45242.

Advertising Deadlines

See below for the ad-material deadline. If ad copy is not furnished by ad-material deadline, the last approved advertisement will be inserted regardless of size. If we do not have previous material, we will then fill the space. **Cancellations are not accepted after closing date.**

	SPACE CLOSING	MATERIALS DUE
JAN	11.24.09	12.08.09
FEB	12.17.09	01.07.10
MAR	01.28.10	02.09.10
APR	02.25.10	03.09.10
MAY	03.26.10	04.08.10
JUN	04.26.10	05.06.10
JUL	05.26.10	06.08.10
AUG	06.23.10	07.06.10
SEP	07.26.10	08.05.10
OCT	08.25.10	09.07.10
NOV	09.22.10	10.04.10
DEC	10.25.10	11.04.10

If you have any questions, please call the Production Department at 513.263.9392.

Account Managers and Territories

Our experienced team of account managers will help you optimize your marketing efforts.



Steve Duccilli - Group Publisher, Signage and Graphics Group

P 800.925.1110 x344 / 513.263.9344

F 513.744.6944

E steve.duccilli@stmediagroup.com

Territory: National Accounts



Lou Arneberg

P 800.654.5169 / 847.506.1101

F 513.562.9521

E lou.arneberg@stmediagroup.com

Territory: IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI, Eastern Canada



Michelle Boehm

P 800.925.1110 x359 / 513.263.9359

F 513.744.6959

E michelle.boehm@stmediagroup.com

Territory: AL, AR, CT, DE, FL, GA, KY, LA, MA, MD, ME, MS, NC, NH, NJ, NY, PA, RI, SC, TN, VA, VT, WV, International (except Asia)



Ben Stauss

P 800.925.1110 x363 / 513.263.9363

F 513.744.6963

E ben.stauss@stmediagroup.com

Territory: AZ, CA, CO, ID, MT, NM, NV, OK, OR, TX, UT, WA, WY, Western Canada, Asia



Family of Products

ST Media Group offers multimedia solutions that successfully connect buyers and sellers. The parent company of *The Big Picture* serves worldwide visual communicators with these additional trade publications:

GRAPHICS GROUP

SIGNS OF THE TIMES

SCREENPRINTING



INDUSTRIAL + Specialty Printing

DESIGN GROUP

PACKAGE DESIGN
Magazine



HOSPITALITY
style

boutique
DESIGN

Production Contact:

Linda Volz

P 513.263.9398

F 513.744.6998

E linda.volz@stmediagroup.com