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RATES EFFECTIVE JANUARY 1, 2015

		1 TIME	3 TIMES	6 TIMES	9 TIMES	12 TIMES	24 TIMES
FULL PAGE	4 color 2 color b/w	\$6,200 Gross	\$6,000 Gross	\$5550 Gross	\$5,520 Gross	\$5,400 Gross	\$5,350 Gross
2/3 PAGE	4 color 2 color b/w	\$4,900 Gross \$4,660 Gross \$4,300 Gross	\$4,700 Gross \$4,450 Gross \$4,200 Gross	\$4,500 Gross \$4,250 Gross \$3,900 Gross	\$4,400 Gross \$4,050 Gross \$3,750 Gross	\$4,200 Gross \$3,800 Gross \$3,400 Gross	\$3,900 Gross \$3,650 Gross \$3,350 Gross
1/2 ISLAND	4 color 2 color b/w	\$4,500 Gross \$4,260 Gross \$3,900 Gross	\$4,440 Gross \$4,150 Gross \$3,770 Gross	\$4,200 Gross \$3,830 Gross \$3,450 Gross	\$3,900 Gross \$3,550 Gross \$3,300 Gross	\$3,750 Gross \$3,300 Gross \$3,000 Gross	\$3,550 Gross \$3,200 Gross \$2,700 Gross
1/2 PAGE	4 color 2 color b/w	\$3,900 Gross \$3,650 Gross \$3,400 Gross	\$3,800 Gross \$3,550 Gross \$2,350 Gross	\$3,665 Gross \$3,460 Gross \$3,300 Gross	\$3,500 Gross \$3,300 Gross \$3,000 Gross	\$3,450 Gross \$3,250 Gross \$2,950 Gross	\$3,400 Gross \$3,200 Gross \$2,900 Gross
1/3 PAGE	4 color 2 color b/w	\$2,990 Gross \$2,840 Gross \$2,510 Gross	\$2,950 Gross \$2800 Gross \$2,450 Gross	\$2,800 Gross \$2,620 Gross \$2,400 Gross	\$2,750 Gross \$2,550 Gross \$2,300 Gross	\$2,650 Gross \$2,450 Gross \$2,250 Gross	\$2,550 Gross \$2,300 Gross \$2,050 Gross
1/4 PAGE	4 color 2 color b/w	\$2,200 Gross \$1,970 Gross \$1,770 Gross	\$2,080 Gross \$1,920 Gross \$1,740 Gross	\$2,020 Gross \$1,860 Gross \$1,600 Gross	\$2,000 Gross \$1,820 Gross \$1,570 Gross	\$2,070 Gross \$1,700 Gross \$1,530 Gross	\$1,950 Gross \$1,650 Gross \$1,480 Gross

AD SPECIFICATIONS

STANDARD AD SIZE	WIDTH*	×	DEPTH*
FULL PAGE (BLEED): Bleed Size: Trim Size:	8 1/8 7 7/8		11 1/8 10 7/8
	† Safety: 3/8 from trim on all sides		
FULL PAGE (NON-BLEED):	7		10
2/3 PAGE (NON-BLEED):	4 1/2		10
2/3 PAGE (BLEED):	5 1/8		11 1/8
1/2 PG ISLAND:	4 1/2		7 3/8
1/2 PAGE VERTICAL:	3 3/8		10
1/2 PAGE HORIZONTAL: (NON-BLEED)	7		4 7/8
1/2 PAGE HORIZONTAL: (BLEED)	7 7/8 (Trim plus 1/8 all around for bleed)		5 7/16
	† Safety = 7 × 4 7/8 centered within 7 7/8 × 5 7/16		
1/3 PAGE VERTICAL:	2 3/16		10
1/3 PAGE HORIZONTAL:	4 5/8		4 7/8
1/4 PAGE:	3 1/2		4 7/8

*Standard ad sizes in inches. †Live matter: For safety, keep at least .375" from trim.

MATERIAL HANDLING:

E-mail preferred, for ad material over 5MBs, please contact Production for FTP instructions.

ONLINE BANNER RATES & SPECIFICATIONS

Top Banner: 728 pixels wide x 90 pixels high (includes URL link)..... \$1200.00

Medium Banner: 400 pixels x 90 pixels (includes URL link) \$750.00

- Please supply animated banners as GIFs
- Static banners may be supplied as GIFs, PNGs or JPEGs

All banner files, static or animated, should be kept to 75k or below, for larger sizes, please contact Andrew Cowan @ 1-336-342-2560

**For production related questions
please call or e-mail our production department**

ADD-ON RATES & SPECIFICATIONS

PRODUCT SHOWCASE DIGITAL EDITION

As of January 1, 2015, only one Product Showcase listing (per showcase topic) will be included in the print and digital Product Showcases; current advertisers can submit up to 4 listings per showcase. For additional listings and options please see below:

RATES

DIGITAL PRODUCT SHOWCASE ADS:

Full page = 50% off print issue rate.

1/2 page = 50% off print issue rate

1/4 page = 50% off print issue rate

Rates for all sizes include up to 4 product showcase listings*

NON-ADVERTISER RATES FOR DIGITAL PRODUCT SHOWCASE:

To increase Product Showcase listings (digital ONLY) up to 4 = \$300 per showcase

ADD-ON RATES FOR DIGITAL PRODUCT SHOWCASE:

Slide Show/Video Clip/Voice Over = \$300 per showcase

*when placing more than one ad in the digital Product Showcase, additional listings (up to 4) are available - please contact the publisher for further information.

SPECIFICATIONS FOR DIGITAL ADD-ONS

VOICE OVER: 30 second maximum, must be submitted in MP3 format. Submit final MP3 file to VT&C's production department for approval. Only one Voice over per spread is available, it can be embedded in the stand alone digital Product Showcase within a specified listing or can be embedded in an ad within either the digital monthly magazine or the stand alone digital Product Showcase. VT&C can also produce voice overs, text must be supplied by advertiser/company to the Publisher. Please note, deadline for providing text for voice overs is 1 1/2 months prior to the insertion of the voice over. For further information please contact the publisher.

VIDEO CLIP: 1 minute maximum, submitted in either FLV or F4V format with the following requirements: The recommended bitrate is between 300kb/s and 700kb/s. The maximum file size for a video is 100MB. Videos must have a duration of 1 second or more. Files must be provided by advertiser/company. The Video clip can be embedded in the stand alone digital Product Showcase within a specified listing or can be embedded in an ad within either the digital monthly magazine or the Product Showcase stand alone edition.

SLIDE SHOW: Maximum of 5 (five) high resolution images (minimum 300 dpi), JPEG format required. The Slide show can be embedded in the stand alone digital Product Showcase within a specified listing or can be embedded in an ad in either the digital edition or the Product Showcase stand alone edition.

(Insertion Orders AND Material)

VT&C Production

E-mail: sue@taube-violante.com or
vtc@taube-violante.com

Sue Taube, Art Director/Production Manager

203-849-8200

(Insertion Orders/Correspondence)

VT&C Editorial & Sales

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Dick Cowan, Publisher

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